

**Media Advisory**

January 5, 2026

**BMW Group Canada reports Q4 2025 and full year sales results.**

- **BMW Group Canada fourth quarter and annual sales exceed 2024 results.**
- **Sales of BMW upper luxury models increase year over year.**
- **BMW M sales up more than +7.0% compared to 2024, making up nearly a quarter of overall BMW sales.**
- **MINI enjoys an annual sales increase of more than 22%.**
- **BMW Motorrad records its best year on record, increasing sales over +4%.**

**Richmond Hill, ON.** BMW Group Canada (BMW and MINI brands combined) reported sales of 10,049 vehicles for the fourth quarter of 2025, an increase of +1.8% over the fourth quarter of 2024. The Group sold 36,369 vehicles in 2025, increasing year-to-date sales by +4.7% versus 2024.

"The year 2025 was a significant one for the BMW Group in Canada, with important product launches taking place and growth in key areas of our business thanks to contributions from all of our brands and sub-brands," said Andrew Scott, president and CEO, BMW Group Canada. "I extend my sincere gratitude to the BMW Group retail network across Canada; it is thanks to our strong collaboration and mutual commitment that we were able to accomplish what we did in 2025.

"Our product line up continued to resonate with both customers and media last year, with BMW and MINI vehicles continuing to be recognized for their excellence and innovation. The BMW i4 once again earned one of the Automobile Journalists Association of Canada's top titles in 2025, being crowned Canadian Electric Car of the Year. The same group also recognized the BMW Digital Key Plus with its Best Safety Innovation award. AutoTrader named several BMW models the best in their class, and Canadian Black Book named BMW the Best Overall Brand – Electric in 2025. The list continues, indicating we have not only the right products in place, but – in many cases – the best and most innovative products, as determined by third parties.

"The most important event of the year was the launch of the Neue Klasse. This launch was not simply the introduction of a new vehicle, it was the introduction of the complete redefinition of the BMW brand. From production to development, from factory planning to electric drivetrains, from user interface to driving experience, this is an entirely new era of

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mobility for the BMW Group. The first production model of the Neue Klasse, the BMW iX3, arrives later this year, and we cannot wait to introduce it to Canadians."



BMW iX3 50 xDrive in Polarised Grey. (December, 2025.)

## **BMW.**

BMW brand sales were up for both the quarter and the year at the end of 2025. Sales of 8,742 units brought fourth quarter 2025 sales up +0.3% compared to Q4 2024, while 31,347 year-do-date sales produced a +2.4% increase for the luxury brand over the previous year.

### Fast Facts:

- Demonstrating a clear passion for performance, Canadians purchased over 2,100 vehicles with an M badge in the fourth quarter of 2025 and more than 7,500 over the course of the year. These results represent quarterly and annual increases of +8.3% and +7.2% respectively.
- BMW M and BMW M Performance models made up 24% of all BMW sales in 2025, placing Canada in the top three markets globally for BMW M volume as a portion of total sales.

- The BMW 3 Series remains a perennial favourite for the brand, with fourth quarter sales more than doubling compared to Q4 2024. Year-over year sales were up +24.4%.
- The BMW 5 Series also experienced significant growth in 2025, thanks in part to the introduction of the BMW M5 Touring to the Canadian market. Quarterly sales were up +72.4% versus Q4 2024, while year-to-date sales increased +135.5%.
- The flagship BMW 7 Series enjoyed +12.2% quarterly growth and +6.6% annual growth.
- BMW sold more than 1,300 electrified vehicles in Q4 2025 and 5,400 for the year, representing 15% of the brand's quarterly sales volume and 17% of annual volume, figures that were above the industry average.

## MINI.

MINI Canada enjoyed the first full year of sales for its new model lineup, reporting 1,307 units sold in Q4 2025 and 5,022 units sold for the year. These results represent increases of +13.7% for the quarter and +22.2% for the year and mark the brand's best year of sales since 2019. The strong results applied nationwide, with Canadians from coast to coast showing their love for the iconic brand.

### Fast Facts:

- The MINI Countryman – available in both fully-electric and internal combustion formats – secured its best year on record in 2025, achieving not only its best volume (2,711 units sold), but also marking its highest share of total sales at 54% of MINI's annual volume.
- Furthermore, the purely electric Countryman SE ALL4 made up more than 20% of all MINI Countryman sales, and over 11% of total MINI sales.
- Continuing their appreciation for high-performance premium vehicles, Canadians showed their love of MINI John Cooper Works models, with the high-powered sub-brand contributing significantly to the brand's overall annual sales results.
- Sales of MINI John Cooper Works models were higher than any previous year at 750 units, securing the largest share of overall sales volume ever at roughly 15%.

	Q4 2025	Q4 2024	YoY %	2025 YTD	2024 YTD	YoY %
BMW Brand	8,742	8,718	+0.3%	31,347	30,623	+2.4%
BMW Passenger Cars	2,427	2,472	-1.8%	9,614	9,207	+4.4%
BMW Light Trucks	6,315	6,246	+1.1%	21,733	21,416	+1.5%
MINI	1,307	1,150	+13.7%	5,022	4,108	+22.2%
<b>Total Group</b>	<b>10,049</b>	<b>9,868</b>	<b>+1.8%</b>	<b>36,369</b>	<b>34,731</b>	<b>+4.7%</b>

Table 1: New Vehicle Sales BMW Group Canada, Q4 2025.

### **BMW Motorrad.**

BMW Motorrad secured its best year on record, with 2,797 motorcycles sold in 2025. This marks an increase of +4.4% over 2024. For the quarter, the brand was up +1.3% with 405 units sold.

- While overall motorcycle industry sales were down in 2025 (roughly -7% at the end of November), BMW Motorrad delivered best-ever results throughout the year, with record results in the third and fourth quarters, as well as record-breaking months in January, August and September.
- Key contributors to the two-wheeled brand's success in 2025 ranged from the track-ready superbike to the adventure and touring segment. Top-selling models in 2025 were the BMW S 1000 RR, the R 1300 GS Adventure and the R 1300 GS.

	Q4 2025	Q4 2024	YoY %	2025 YTD	2024 YTD	YoY %
BMW Motorcycles	405	400	+1.25%	2,797	2,678	+4.4%

Table 2: Motorcycle Sales BMW Group Canada, Q4 2025.

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### **BMW Group in Canada.**

BMW Group Canada, based in Richmond Hill, Ontario, is a wholly owned subsidiary of BMW AG and is responsible for the distribution of BMW luxury performance automobiles, Sports Activity Vehicles, Motorcycles, and MINI. BMW Group Financial Services Canada is a division of BMW Group Canada and offers retail financing and leasing programs and protection products on new and pre-owned BMW and MINI automobiles, as well as retail financing for new and pre-owned BMW Motorcycles. A total network of 51 BMW automobile retail centres, 26 BMW motorcycle retailers, and 31 MINI retailers represents the BMW Group across the country.

### **For more information, please contact:**

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