

**Media Advisory**

April 1, 2026

**BMW Group Canada reports Q1 2026 sales results.**

- **BMW is top German brand in the Canadian market for first quarter.**
- **First Neue Klasse model, the BMW iX3, named World Car of the Year and World Electric Vehicle by international jury of automotive journalists.**
- **My BMW and MINI apps now include Shell Recharge – a one-stop shop for public charging across Canada and the U.S.**
- **Two additional retailers transform facilities into the Retail.Next design identity.**

**Richmond Hill, ON.** BMW Group Canada (BMW and MINI brands combined) released its first quarter results today, reporting sales of 6,696 vehicles, of which 9.8% were electrified.

"Thanks to our retailers for persevering through a quarter that was challenging to both the industry and to our brands," said Andrew Scott, president and CEO, BMW Group Canada. "We have a lot to look forward to in 2026, not least of which is the arrival of the BMW iX3. This first Neue Klasse model has just been named World Car of the Year – beating out competitors of all powertrain formats – and World Electric Vehicle. Already an award winner, the BMW iX3 is sure to resonate with Canadians."

**BMW Group.**

	<b>Q1 2026</b>	<b>Q1 2025</b>	<b>YoY %</b>	<b>2026 YTD</b>	<b>2025 YTD</b>	<b>YoY %</b>
BMW	5,866	6,441	-8.9%	5,866	6,441	-8.9%
MINI	830	858	-3.3%	830	858	-3.3%
<b>Total BMW Group</b>	<b>6,696</b>	<b>7,299</b>	<b>-8.3%</b>	<b>6,696</b>	<b>7,299</b>	<b>-8.3%</b>

Table 1: New Vehicle Sales BMW Group Canada, Q1 2026.

**BMW.**

- Sports Activity Vehicles were big sellers in the first quarter. Key contributors in this segment were the BMW X3 and the BMW X7, up +56.8% and +33.7% respectively versus Q1 2025.
- Growth was also seen in BMW 3 Series sales, with the perennial favourite up nearly 99% year-over-year.
- After a year-over-year increase of nearly 14%, Canada becomes the number one market globally in terms of BMW M share as a percentage of overall sales.
- The BMW i4 – a multi-award-winning all-electric sedan – led the brand's all-electric sales, followed by the BMW iX – the brand's all-electric Sports Activity Vehicle.



- The first vehicle of the Neue Klasse, the BMW iX3, was named “World Car of the Year” and “World Electric Vehicle” for 2026 by an international jury of nearly 100 automotive journalists.
- The design premiere for the second vehicle of the Neue Klasse, the BMW i3, took place in mid-March. The i3 is the first battery-electric BMW 3 Series, an icon that has stood for sporty driving pleasure for five decades.

	Q1 2026	Q1 2025	YoY %	2026 YTD	2025 YTD	YoY %
BMW passenger cars	1,472	1,603	-8.2%	1,472	1,603	-8.2%
BMW light trucks	4,394	4,838	-9.2%	4,394	4,838	-9.2%
<b>Total BMW sales</b>	<b>5,866</b>	<b>6,441</b>	<b>-8.9%</b>	<b>5,866</b>	<b>6,441</b>	<b>-8.9%</b>

Table 2: BMW Canada New Vehicle Sales, Q1 2026.

**MINI.**

- The MINI Countryman continues to drive sales, increasing +11.4% over the first quarter of 2025.
- The MINI 1965 Victory Edition modernizes the technology, performance and agility of the Mini Cooper S that won the 1965 Monte Carlo Rally. Now on sale, the special model is limited to 45 units in the Canadian market.

	Q1 2026	Q1 2025	YoY %	2026 YTD	2025 YTD	YoY %
MINI passenger cars	350	427	-18.0%	350	427	-18.0%
MINI light trucks	480	431	+11.4%	480	431	+11.4%
<b>Total MINI sales</b>	<b>830</b>	<b>858</b>	<b>-3.3%</b>	<b>830</b>	<b>858</b>	<b>-3.3%</b>

Table 3: MINI Canada New Vehicle Sales, Q1 2026.

**BMW Motorrad.**

- Top selling models in the first quarter were the S 1000 RR, R 1300 RT, R 1300 GSA, R 1300 GS and the G 310 R.
- BMW Motorrad retailers are currently kicking off a program that welcomes fans of two-wheeled mobility out from winter hibernation. Season Start events will take place at retailers across Canada, giving riders the chance to connect with like-minded adventurers and explore the latest in German motorcycle engineering. Events began March 31st and run until April 29th. Details can be found [here](#).

	Q1 2026	Q1 2025	YoY %	2026 YTD	2025 YTD	YoY %
BMW motorcycles	417	498	-16.3%	417	498	-16.3%

Table 4: BMW Motorrad New Motorcycle Sales, Q1 2026.

**Retail.Next: A New Premium Design Identity for BMW Retailers.**

BMW retailers across Canada are investing in the future of the brand by undertaking significant renovations that enhance the customer experience in their facilities. Retail.Next is an outstanding new retail design concept that includes a stunning transformation of the physical showroom as well as the introduction of new digital tools and processes that create an exceptional customer experience. Open spaces and a warm and inviting environment are paired with new digital technologies that integrate seamlessly into the environment to support customers in their purchase journey. Aspirational, innovative, and digitalized; that is Retail.Next defined.

To date, seven retailers have completed the transformation, with BMW Brossard in Quebec and BMW Toronto in Ontario being the most recent to welcome customers into their spectacular new retail environments. Pfaff BMW in Ontario and Auto West BMW in British Columbia will be the next to open in the second quarter of 2026.

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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.

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