

**Media Advisory**

July 2, 2026

BMW Group Canada reports Q2 2026 sales results.

- **BMW leads German premium brands in Canada.**
- **High-performance models drive sales in Canada for both BMW and MINI, with BMW M setting all-time sales records for the quarter and year-to-date.**
- **All-new BMW X5 is unveiled and BMW i7 makes its way to Canadian retailer showrooms, followed shortly thereafter by BMW iX3.**

Richmond Hill, ON. BMW Group Canada (BMW and MINI brands combined) released its second quarter results today, reporting sales of 10,733 vehicles. This represents a decline of -3.9% versus the second quarter of 2025. Year-to-date, BMW Group Canada has sold 17,429 vehicles, a decrease of -5.6% compared to the same period last year.

“Our second quarter achievements are the result of the focused and coordinated efforts of our retail partners across Canada,” stated Andrew Scott, president and CEO, BMW Group Canada. “We are positioned at the top of the German premium segment in Canada. I thank our retail partners for making this happen, particularly given the challenges our industry and Canadians are facing these days. BMW M set an all-time sales record, and John Cooper Works models drove MINI sales. The Neue Klasse portfolio – launched by the World Car of the Year [BMW iX3](#) – is already expanding with the [BMW i3](#) and a just-announced fifth generation [BMW X5](#). And this is only the beginning. I look forward to showing Canadians what the BMW Group has to offer in the months ahead.”

BMW Group.

	Q2 2026	Q2 2025	YoY %	2026 YTD	2025 YTD	YoY %
BMW	9,241	9,634	-4.1%	15,107	16,076	-6.0%
MINI	1,492	1,530	-2.5%	2,322	2,388	-2.8%
Total BMW Group	10,733	11,164	-3.9%	17,429	18,464	-5.6%

Table 1: New Vehicle Sales BMW Group Canada, Q2 2026.



BMW.

- BMW is the leading German luxury manufacturer in Canada, outperforming its primary competitors.
- The high-performance models from BMW M continue to exceed expectations, setting sales records for the quarter and the entire first half. BMW M sales were up more than 20% in the second quarter and nearly 18% year-to-date.
- The BMW 3 Series, a perennial favourite, enjoyed a sales increase of more than 30% in the second quarter, while BMW 8 Series sales increased by 40%.
- After more than 20 years on the market and three model generations, the BMW Z4 is cruising into the sunset. Knowing it's now or never, Canadians purchased over 63% more Z4s in Q2 this year than in 2025.
- Appreciation for BMW's Sports Activity Vehicles continued in Q2 2026, with the brand's share up in that segment; BMW iX, BMW X3 and BMW X5 sales all experienced double-digit growth.

	Q2 2026	Q2 2025	YoY %	2026 YTD	2025 YTD	YoY %
BMW passenger cars	2,879	3,097	-7.0%	4,351	4,703	-6.0%
BMW light trucks	6,362	6,537	-2.7%	10,756	11,373	-5.4%
Total BMW sales	9,241	9,634	-4.1%	15,107	16,076	-6.0%

Table 2: BMW Canada New Vehicle Sales, Q2 2026.

MINI.

- Sales of the MINI Countryman increased for both the quarter and year-to-date, up nearly 2% and over 5% respectively.
- A special edition MINI model began sales in Canada in the second quarter of 2026. The MINI 1965 Victory Edition – limited to only 45 units in this market – is a modernized version of the Mini Cooper S that won the 1965 Monte Carlo Rally.
- Another special edition will arrive soon. The MINI Paul Smith Edition brings two iconic British brands together, combining British style with unmistakable design.

	Q2 2026	Q2 2025	YoY %	2026 YTD	2025 YTD	YoY %
MINI passenger cars	661	715	-7.6%	1,011	1,142	-11.5%
MINI light trucks	831	815	+2.0%	1,311	1,246	+5.2%
Total MINI sales	1,492	1,530	-2.5%	2,322	2,388	-2.8%

Table 3: MINI Canada New Vehicle Sales, Q2 2026.

**BMW Motorrad.**

- BMW Motorrad sales increased +3.1% over the second quarter of 2025.
- The BMW R 1300 RT, R 13300 GSA and S 1000 RR were the two-wheeled models leading the BMW Motorrad line-up for the second quarter.
- BMW Motorrad ADV-X returns in 2026. The exclusive GS adventure program has been redesigned, blending technical off-road riding with sweeping mountain passes. Traversing a predominantly off-road route from Calgary, Alberta to Kelowna, British Columbia, the event runs from September 6 to 12.

	Q2 2026	Q2 2025	YoY %	2026 YTD	2025 YTD	YoY %
BMW motorcycles	1,134	1,100	+3.1%	1,551	1,598	-2.9%

Table 4: BMW Motorrad New Motorcycle Sales, Q2 2026.

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

BMW retailers across Canada are enhancing their facilities with expansive renovations that elevate the customer experience. Branded Retail.Next, this outstanding new retail design concept reshapes showrooms and introduces new digital tools and workflows to deliver a seamless, high-quality customer journey. Open, welcoming interiors are paired with integrated digital technologies that support customers at every stage of the purchase journey. Retail.Next embodies aspiration, innovation, and digital sophistication.

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 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.

**BMW
GROUP**

Canada

Corporate Communications



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