

Media Advisory

October 1, 2026

BMW Group Canada reports Q3 2026 sales results.

- BMW Group sales increase nearly 20% versus Q3 2025.
- BMW models up +25% over Q3 2025.
- BMW M drives sales up 30% compared to the third quarter of last year.
- BMW Motorrad reports record September.
- BMW iX3 – the first Neue Klasse model – lands in Canada, with more coming soon.

Richmond Hill, ON. BMW Group Canada (BMW and MINI brands combined) reported sales of 9,419 units in the third quarter of 2026, an increase of +19.9% over the third quarter of 2025. Year-to-date sales are up +2.0% over the same period last year, with BMW Group Canada reporting 26,848 units sold.

"The arrival of the Neue Klasse made the third quarter an exciting time for our retail partners, the BMW Group Canada team and BMW fans nationwide," stated Andrew Scott, president and CEO, BMW Group Canada. "Both the BMW iX3 and new BMW 7 Series are now in Canadian showrooms, putting the reimagined design language and technology of the Neue Klasse on display. And that's just the beginning. The new BMW X5 arrives this month, we unveiled the new BMW 3 Series yesterday, and another exciting model announcement is just around the corner. Our retail partners nationwide are preparing to host The BMW Neue Klasse Experience, where each of these vehicles will be introduced, and several can even be driven. Even more new and updated models will be communicated in the months ahead. That is our future, and the future is bright."

BMW Group.

	Q3 2026	Q3 2025	YoY %	2026 YTD	2025 YTD	YoY %
BMW	8,164	6,529	+25.0%	23,271	22,605	+2.9%
MINI	1,255	1,326	-5.4%	3,577	3,714	-3.7%
Total BMW Group	9,419	7,855	+19.9%	26,848	26,319	+2.0%

Table 1: New Vehicle Sales BMW Group Canada, Q3 2026.

BMW.

- BMW M's high-performance models performed well in sales in the third quarter, with an increase of +29.7% over Q3 2025 and a +21.5% increase year-to-date.

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- BMW Sports Utility Vehicles played a big part in Q3 2026 sales, with the X1, X3, X5 and X7 all experiencing double-digit sales increases compared to Q3 2025.
- Sedans also contributed to the quarter's success, with the BMW 5 Series up +17.2% over Q3 2025 and the 3 Series up +32.3% year-to-date.
- The BMW Z4 was introduced in 2002. The iconic two-seat Roadster cruised past its production finish line with sales up +15.6% year-to-date.
- The Neue Klasse Experience kicks off at BMW retailers nationwide in October, offering Canadians the chance to enjoy the new design language, technology and – in some cases – the driving experience of these important new models. Those looking to participate can register [here](#).

	Q3 2026	Q3 2025	YoY %	2026 YTD	2025 YTD	YoY %
BMW passenger cars	2,172	2,486	-12.6%	6,523	7,187	-9.2%
BMW light trucks	5,992	4,043	+48.2	16,748	15,418	+8.6%
Total BMW sales	8,164	6,529	+25.0%	23,271	22,605	+2.9%

Table 2: BMW Canada New Vehicle Sales, Q3 2026.

MINI.

- The popularity of MINI's Sports Utility Vehicle – the MINI Countryman – continues as the versatile vehicle posted a sales increase of +18.1% over Q3 2025.
- Throughout the third quarter, MINI offered fans the chance to directly engage with the beloved brand through two different experiences.
 - Fans have been finding their MINI match at MINI Speed Date events across Canada, which offer driving opportunities in both the MINI JCW 3 Door and MINI Countryman.
 - The brand also partnered with La Maison Simons to celebrate style, creativity and self-expression, unveiling the stylish MINI Paul Smith Edition and offering owners exclusive opportunities through the MINI Life.
- To kick start the fourth quarter, the brand is launching The MINI Rally Sales Event, which runs from October 1st to 28th.

	Q3 2026	Q3 2025	YoY %	2026 YTD	2025 YTD	YoY %
MINI passenger cars	615	687	-10.5	1,626	1,829	-11.1%
MINI light trucks	640	639	+0.2%	1,951	1,885	+3.5%
Total MINI sales	1,255	1,326	-5.4%	3,577	3,714	-3.7%

Table 3: MINI Canada New Vehicle Sales, Q3 2026.

BMW Motorrad.

- Retailers across Canada welcomed lovers of two-wheeled life to their showrooms during the BMW Motorrad Open Haus events in September. The riding community came together to share stories and experiences while enjoying refreshments, camaraderie, and their love of motorcycling.
- The success of these events drove the brand to secure its best September on record.
- Strong sellers in the third quarter were the BMW S 1000 RR, R 1300 GS, R 1300 RT, and R 1300 GSA.

	Q3 2026	Q3 2025	YoY %	2026 YTD	2025 YTD	YoY %
BMW motorcycles	703	794	-11.5%	2,254	2,392	-5.8%

Table 4: BMW Motorrad New Motorcycle Sales, Q3 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.

With Pfaff BMW in Ontario and Auto West BMW in British Columbia about to complete their renovations, there will be nine retailers nationwide that have completed the transformation to this spectacular new retail environment. Meanwhile, BMW Laval, BMW West Island and Trois-Rivières BMW in Quebec are currently under construction and looking forward to welcoming customers to the Retail.Next setting.

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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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