

**BMW
GROUP**

Canada

Corporate Communications



Media Advisory

July 4th, 2022

BMW Group Canada reports Q2 2022 sales results.

- **BMW electrified sales more than double following the launch of the all-electric BMW i4 and BMW iX.**
- **BMW Motorrad deliveries increase by +13% to record high levels.**

Richmond Hill, ON. BMW Group Canada (BMW and MINI brands combined) reported sales of 9,198 vehicles for the second quarter of 2022.

"Many new milestones were achieved for the BMW Group in Canada over the first half of 2022," commented David George, president and CEO, BMW Group Canada. "Together with our valued retail partners, BMW is one of the fastest growing premium brands in the electrified vehicle segment for 2022. Our portfolio of thirteen distinct electrified models – led by the all-new, fully-electric BMW i4 and BMW iX – has driven BMW electrified sales up more than two-fold compared with the previous year. Consumer demand continues to be high for these vehicles, reinforcing that these are the right cars for the mobility needs of Canadians. With the recent announcement of an all-electric BMW 7 Series, the BMW i7, our electric portfolio is only becoming more desirable."

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“Despite the rapid transformation towards electrification, we still have many customers interested in the tremendously efficient combustion powertrains found in our high-performance BMW M cars and our comprehensive line-up of Sports Activity Vehicles. Even in its 19th year, the third generation BMW X3 – which is also available with a plug-in powertrain – has just recorded its best-ever sales result for a six-month period.”

“One of the more emotional milestones realized this year was the 50th anniversary of the BMW M brand in May. Canada is one of the top markets globally for M sales as a percentage of total volume, meaning Canadians love BMW M. We will unite our M fans later this year to celebrate the performance brand’s anniversary and the arrival of two very special vehicles: the all-new BMW M2 and the first-ever BMW XM. It truly is a special year for our retailers and our customers,” concluded George.

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BMW.

The BMW brand reported 8,424 new vehicle sales in the second quarter of 2022, despite challenging supply constraints. With its total package of design, technology, and driving dynamics, the Sports Activity Vehicle model range continued to perform exceptionally well for the brand in the second quarter of 2022. The BMW X3 and the BMW X5 increased their sales by +68% and +11% respectively compared with the same period last year.

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MINI.

Also exposed to supply constraints, the MINI brand delivered 774 new vehicles in the second quarter of 2022. Canadian customers continue to exert high demand for the all-electric MINI Cooper SE 3 door.



	Q2 2022	Q2 2021	YoY %	YTD 2022	YTD 2021	YoY %
BMW Brand	8,424	9,122	-7.7%	14,099	15,125	-6.8%
BMW Passenger Cars	2,385	3,315	-28.1%	3,783	5,591	-32.3%
BMW Light Trucks	6,039	5,807	4.0%	10,316	9,534	8.2%
MINI Brand	774	1,324	-41.5%	1,689	2,187	-22.8%
TOTAL Group	9,198	10,446	-11.9%	15,788	17,312	-8.8%

Table 1: New Vehicle Sales BMW Group Canada, Q2 2022

Motorrad.

BMW Motorrad Canada delivered 1,141 new motorcycles to customers across the country in the second quarter of 2022. This represents a +13% increase versus the previous year. BMW Motorrad's core models in the adventure, touring, and sport segments such as the R 1250 GS and GSA, the R 1250 RT, and the highly emotional S 1000 RR contributed significantly to the record-high second quarter sales performance.



	Q2 2022	Q2 2021	YoY %	Full year 2022	Full year 2021	YoY %
BMW Motorcycles	1,141	1,012	+13%	1,627	1,364	+19%

Table 2: Motorcycle Sales BMW Group Canada, Q2 2022



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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 50 BMW automobile retail centres, 21 BMW motorcycle retailers, and 31 MINI retailers represents the BMW Group across the country.

For more information, please contact:

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