



Media Advisory
July 10, 2008

BMW Group Canada breaks ground for new Corporate Headquarters.

Whitby - BMW Group Canada is hosting a groundbreaking ceremony for the company's new headquarters in Richmond Hill. The ceremony will commence the construction of the custom built green corporate headquarters facility at the intersection of Highway 404 and Major Mackenzie Drive in Richmond Hill. The new facility is being built to Leadership in Energy and Environmental Design (LEED) certification, a Green Building Rating System, which is designed to conserve natural resources.

- WHAT:** Ground Breaking Ceremony:
- Brief Remarks by Lindsay Duffield, President & CEO, BMW Group Canada; David Barrow, Mayor of Richmond Hill; Marco Mancini, President & CEO, Urbacon and Mary Jane Finlayson. Principal, Sweeny Sterling Finlayson & Co
 - Official Groundbreaking
 - Photo Opportunities
 - Refreshments

- WHO:**
- Lindsay Duffield, President & CEO, BMW Group Canada
 - Ian Smith, President of BMW Group Financial Services Canada
 - David Barrow, Mayor of Richmond Hill
 - Marco Mancini, President & CEO, Urbacon
 - Mary Jane Finlayson. Principal, Sweeny Sterling Finlayson & Co
 - Additional dignitaries

WHEN: July 21, 2008; 2:00 p.m. – 3:00 p.m.

WHERE: Please arrive at 2 p.m. to the following location for transportation to the site:

1700 Major Mackenzie
South East District
Road Maintenance Depot

BMW Canada Inc.
a BMW Group Company

BMW Canada Inc.
une compagnie
du BMW Group

Head Office/
Siège social
920 Champlain Court
Whitby, Ontario
Canada
L1N 6K9

Telephone/
Téléphone
(905) 683-1200

Facsimile/
Télécopieur
(905) 666-3672

Internet
www.bmw.ca
www.mini.ca

BMW Group Canada, based in Whitby, 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 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 40 BMW automobile retail centres, 19 BMW motorcycle retailers, and 25 MINI retailers represents the BMW Group across the country.

BMW Group
Canada
Corporate Communications



-30-

For more information, please contact:

Jochen Frey, Director, Corporate Communications
BMW Group Canada
Office - 905-428-5005 / Cell - 416-627-0436 / Jochen.frey@bmwgroup.ca

Stacy Morris, Specialist - Business, Marketing, Lifestyle
BMW Group Canada
Office - 905-428-5076 / Cell - 416-357-1728 / Stacy.morris@bmwgroup.ca