



Press Information
September 15, 2008

BMW Group Canada appoints new Event Marketing Manager.

Whitby. BMW Group Canada is pleased to announce the appointment of Stephen Lester to the position of Event Marketing Manager, effective September 1, 2008. In this role, Stephen is responsible for the leadership of the Event Marketing team in the development, execution and analysis of all national event marketing programs, including sponsorships, sport marketing, auto shows and consumer launch/driving events. Stephen reports to Kevin Marcotte, Director, Marketing.

“We are thrilled to have Stephen rejoin the BMW Canada Marketing team,” said Marcotte. “His global experience, combined with his strong event marketing background will help us continue to integrate powerful brand building experiential marketing initiatives within our overall communications campaigns.”

Stephen joined BMW Group Canada in December 2001 as Event Coordinator and in August 2004, he was promoted to Senior Event Specialist. Since 2006, Stephen has served an international assignment at BMW AG in Munich, Germany. There he was responsible for international BMW Exhibitions and BMW Event Consulting in the Central Marketing and Brand Management department.

Stephen holds a degree in Sport Management from Brock University. Stephen’s degree and previous experience has provided him with a strong understanding of BMW’s products, services and event marketing. BMW Group Canada warmly welcomes Stephen Lester back to Canada and wishes him success in his new position.

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

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- 30 -

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