



Media Information
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BMW and MINI open online retail stores.

BMW Lifestyle Collection and MINI Gear now available for purchase online.

Whitby. Just in time for the holiday shopping season, BMW Group Canada is pleased to announce a new online retail store where customers can purchase BMW and MINI merchandise. The BMW online shop will offer products from the BMW Lifestyle Collection which includes clothing for men, women and children, BMW bicycles, BMW Miniature cars, F1 merchandise, and golf accessories. The MINI online store will offer a wide variety of MINI Gear such as clothing and accessories for men, women and children, as well as essentials such as the MINI 'chill box' fridge and beach towels.

By offering an online shop, BMW and MINI will offer consumers the ability to browse and buy products from BMW and MINI from the comfort of their own home. Both websites are user-friendly allowing for easy and stress-free shopping. Each shop features product images of each item available which allows the consumer an exact picture of the items they are purchasing. Access to the BMW Lifestyle Collection can be found at: <http://www.bmwshop.ca/>, while MINI Gear can be purchased from <http://www.minishop.ca/>. Both online shops are available in French as well.

Customers in Canada will be able to view and purchase most of the BMW Lifestyle Collection and MINI Gear from the online shops, and have them shipped anywhere within Canada. The 'shopping cart' feature on each site makes ordering items easy as it visually lays out each purchase with picture, quantity, size and price as well as a total dollar amount of the purchase at the bottom. The site accepts Visa, Master Card and American Express as forms of payment. Gift certificates will also be available to purchase and redeem online in time for the holiday season. Whether buying for yourself or the BMW or MINI enthusiast, the new online shops offer a new, convenient way to shop.

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.

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/
Télexcopieur
(905) 666-3672

Internet
www.bmw.ca
www.mini.ca

For more information, please contact:

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BMW Group
Canada
Corporate Communications



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