



Media Information
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BMW introduces new Winter Driver Training Program.

Whitby – BMW Canada has announced it will offer Winter Driver Training in February 2009. The course is a one full-day session held at the International Club Academy Racing (ICAR) in Mirabel, Quebec.

The goal of the Winter Driver Training program is to teach participants the basic elements for safe, confident winter driving. Through the course, participants will learn key manoeuvres such as emergency braking and avoiding, front and rear wheel skid control, 180 degree turns, and drifting. Participants will learn how to handle a car with and without the Dynamic Stability Control enabled. At the end of the day, drivers will test and demonstrate some of their newly acquired skills in a snow autocross.

For a cost of \$795.00 per person, participants will enjoy a full day behind the wheel of BMW's quintessential 335i Coupes with both manual and automatic transmissions. Participants will take part in both in-class theory and in-car driving experience, with more focus on the latter. Class sizes will be limited to 16 participants with three instructors led by Chief BMW Driver Training Instructor, Pierre Savoy.

Sessions are being held the week of February 2 to the 8, 2009. Customers can visit www.bmwdrivertraining.ca or call 1-866-226-9723 for more information or to register. To be eligible for participation, drivers must have a valid driver's license and be at least 18 years of age.

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BMW Canada Inc.
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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

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For more information, please contact:

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