



Media Information
January 26, 2009

BMW Canada appoints new Brand Communications Manager for BMW.

Whitby, ON – BMW Canada is pleased to announce the appointment of Marc Belcourt to the position of Brand Communications Manager, BMW Canada.

In his new role, Marc reports to Kevin Marcotte, Director, Marketing, BMW Canada. Marc will be responsible for leading the BMW Brand Communications team to continually enhance the BMW brand image, increase brand awareness and support sales areas through Advertising, Media, Interactive, Point of Sale, Relationship Marketing and Partnerships.

Marc joined BMW Canada in 1995. Since then he has held various positions in BMW Marketing, BMW Motorrad and most recently he was Brand Communications Manager, MINI Canada.

“We’re thrilled to have Marc rejoin the BMW brand Marketing team,” said Kevin Marcotte, Director, Marketing, BMW Canada. “His extensive company-wide experience and most recent successes ensuring the continued ascent of the MINI brand in Canada suit him perfectly for the role.”

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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For more information, please contact:

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

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