



Media Information
March 18, 2009

BMW makes a Statement with new 7 Series Launch Campaign.

Whitby, ON – The fifth generation of BMW's flagship 7 Series sedan debuted in retailer showrooms last week. To mark the occasion, BMW Canada introduced a strategic marketing campaign spanning across a variety of media to support the vehicles arrival. The bulk of the campaign began on March 2, 2009 and will run until May 25, 2009, while online teaser elements began in February and customer events starting in January.

Campaign Concept: The Statement.

The campaign positions the new 7 Series as 'The Statement' in automotive design, innovation, performance and exclusivity. 'The Statement' theme is fused with the idea of a personalized experience because the BMW 7 Series customer is the most elusive of all BMW prospects. As such, the campaign is designed to create as intimate a connection with the target as mass media channels will allow.

Exclusive Closed Room Events.

A select group of prospective customers were given the opportunity to personally experience the new BMW 7 Series at a closed room event. These invite only events gave customers an exclusive sneak preview of the car before it was available to the public.

BMW Canada kicked off the campaign through exclusive unveilings of the 7 Series in Montreal from January 9 to the 13, in Toronto from January 21 to February 8 and in Vancouver from February 19 to 22. In total, more than 1000 guests were able to see, touch, feel and experience the car first hand in an intimate setting.

Magazine Communications Tailored to Editorial Content.

The magazine component of the campaign utilized the Personalized Experience by tailoring the theme and tone of the ad executions to the editorial content of various publications. For example, an execution that highlights exterior design appears in architecture and design focused titles with the tag line, "It's not about modernism. It's about magnetism", while ads featured in business related publications featured the tag line, "It's not about ROI. It's about BPM".

Five individual ad concepts were developed, each focusing on significant features of the new BMW 7 Series: innovation, design, performance, luxury and technology.

BMW chooses Full Colour Double Page Newspaper Spreads to make a Statement.

Phase one of the newspaper executions featured full colour double page advertising spreads in some of Canada's leading daily newspapers: the Globe and Mail, La Presse and the Vancouver Sun on March 5, 2009. In the following weeks, half page full colour ads were featured in the above mentioned dailies as well as in the Calgary Herald.

BMW's advertising agency of record, Cundari worked with Prime Advertising, an agency specializing in marketing to the Chinese community to create ads for the Chinese market. The ads feature

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



different artwork and copy which were tailored to resonate with Chinese cultural values. The ads will appear in two of the most prominent Chinese Language publications: Ming Pao and Sing Tao.

Online creative highlights 7 Series technical leadership.

To introduce the new 7 Series to the Canadian market the campaign launched with an online component. Big box display ads were featured on a number of news and financial websites. The ads leverage the offline communication headlines to highlight innovative technical features of the 7 Series like Dynamic Driving Control and Night Vision with Pedestrian Detection.

The online ad creative also included a search marketing campaign which linked any search for information on the new 7 Series directly to BMW Group Canada's website, BMW.ca. While at BMW.ca visitors to the site can access a wide range of tools, including a 7 Series configurator for customers to build their car online, online brochures and multimedia downloads specific to the new 7 Series.

An added feature is a microsite where the head of BMW Group design, Adrian van Hooydonk escorts the viewer through a detailed walk around highlighting key design elements on the interior and exterior.

Out of home ads make a statement.

BMW Group Canada is using out of home communications to make a statement about the new 7 Series. Through large billboards and office tower parking garage posters, BMW Group Canada will continue to emphasize the theme of 'The Statement'. Placements for these ads include the Montreal and Vancouver airports as well as strategically chosen locations in Toronto, Montreal, Calgary and Vancouver. The locations were chosen as they will target potential 7 Series clients in areas where they work and travel as well as generate awareness of the brand and the vehicle itself to a broader audience.

Ad creative was produced by Cundari, Blast Radius handled online integration and The Media Company was responsible for the media buys.

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.

-30-

For more information, please contact:

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