



Media Information
March 30, 2009

BMW Motorrad Canada signs Guy Giroux to compete in the 2009 Canadian Enduro Championship

Ace off-roader to campaign BMW G450X in the all-new racing series

Whitby. BMW Motorrad Canada is pleased to announce that it will compete in the all-new 2009 Canadian Enduro Championship, confirming that it has signed Guy Giroux to campaign the BMW G450X in this season's series.

Based in St-Hippolyte, Quebec, Giroux has an impressive resumé in the world of off-road competition. In Quebec, Guy is somewhat of an off-road juggernaut, having reigned as the off-road Champion 16 times – from 1988 through 1994 and 2000 through 2008, in addition to capturing the 2004 Supermoto Championship in both the SM1 and SM2 classes. Guy also has a long streak of main event appearances at the Montreal Supercross.

“I’m pumped! I have been following the progress of the G450X since early 2008.”, stated Guy, “This is an incredible challenge for me and one I have been looking forward to!”.

Nationally, Guy also has three Canadian Off Road Championships to his credit, along with four Canadian Vice-Champion finishes and a Vice-Champion finish in the 2003 Supermoto series.

On the international front, Guy earned bronze and gold medals at, respectively, the '88 French and '89 German International Six-Day Enduro (ISDE) events, finished 16th in 2002 in the world's toughest motorcycle race, the Paris Dakar Rally and competed successfully in World Enduro events from 2005 through 2007.

Chris Duff, Marketing and race team Manager for BMW Motorrad Canada, enthuses over the new addition to the Motorrad Canada racing team: “Guy was always the first choice that we wanted racing the new BMW G450X in Canada. He is an off-road racing icon in Canada and we’re confident that he will put the G450X in a podium position everytime out on the bike.”

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The Canadian Enduro Championship (CEC) is brand-new to Canada and has been created under the auspices of World Enduro Canada (WEC), the umbrella organization for Canadian enduro off-road motorcycle competition.

The CEC was developed to provide Canadian off-road riders with an exciting, safe and enjoyable competition experience. The new CEC series features well-thought out principles and a formula that aligns with international standards, with up-to-date liability, environmental and organizational guidelines. The primary objectives of the CEC are to unite Canadian enduro off-road racers in one National series and to help provide a platform to develop riders who can compete in the World Enduro Championship.

The inaugural 2009 CEC series is comprised of a 4 event, 8 race schedule:

July 4 & 5 2009 - Blairmore, Alberta

July 11 & 12 - Okanagan Valley, British Columbia

September 12 & 13 - Labelle, Quebec

September 19 & 20 - Parry Sound, Ontario

The schedule integrates a consistent special test format modeled after the World Enduro Championship (WEC).

The BMW G450X Enduro, developed in 2007 to challenge the contenders in international enduro competition, made its competition debut in the 2008 World Enduro Championship. Showing increasingly promising results throughout the year, the 2008 season culminated with BMW rider Simo Kirrsi winning the European Cross-Country Championship in October of 2008.

The production BMW G450X Enduro, fully street-legal, yet designed for “hard-core” off-road competition, went on sale in Canada in the fall of 2008.

Downloadable photos courtesy of www.BlackFliesDESIGNS.com

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 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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