



Media Information
December 2, 2009

BMW Canada announces Winter Driver Training dates for 2010.

Give the joy of driving with Winter Driver Training this holiday season.

Whitby – Building on the success of 2009, BMW Canada has announced it will once again offer Winter Driver Training in February 2010. The courses are full-day sessions held at the International Club Academy Racing (ICAR) at the Mirabel Airport, just north of Montreal, Quebec from February 1 -7, 2010.

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 an exhilarating 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.

Individuals can give their loved ones the joy of driving and safety this holiday season. Gift certificates are available for purchase by calling 1-866-226-9723.

Sessions are being held the week of February 1 to the 7, 2010. 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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The BMW Group

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 24 production facilities in 13 countries and has a global sales network in more than 140 countries.

BMW Group

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The BMW Group achieved a global sales volume of more than 1.43 million automobiles and over 101,000 motorcycles for the 2008 financial year. Revenues for 2008 totalled EUR 53.2 billion, with earnings before interest and taxes (EBIT) of EUR 921 million. The company employed a global workforce of approximately 98,000 associates on 30 September 2009.

The success of the BMW Group has always been built on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last five years.

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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