



Media Information
June 11, 2010

Small Car, Huge Heart: MINI “Raise Your Flag” campaign celebrates national pride.

Unique program helps MINI owners support their favourite nation.

Richmond Hill, ON. With soccer fever ramping up around the globe and an avid soccer following on the rise here at home, MINI Canada is pleased to introduce a unique summer program for MINI owners to help them support their favourite nation.

While window stickers, bumper stickers and even those flags that attach to your car window may be nice, the MINI “Raise Your Flag” campaign takes national pride to the next level, providing MINI drivers the opportunity to display their national pride on the entire surface of their MINI hatchback’s roof.

The “Raise Your Flag” campaign offers MINI hatchback owners a choice of 36 national MINI Roof Flags in resilient vinyl, including, of course, our very own Canadian Maple Leaf banner.

Easily installed (and, if necessary, removed) by any MINI Retailer, the MINI Roof Flag retails for \$300 for non-sunroof models, and \$350 for sunroof models, installation included, taxes extra.

The full range of available roof flags are illustrated in the attachments. For additional details, please visit www.miniraiseyourflag.com.

-/-

BMW Group Canada, based in Richmond Hill, Ontario, is a wholly-owned subsidiary of BMW AG and is responsible for the distribution of BMW luxury performance

BMW Canada Inc.
a BMW Group Company

BMW Canada Inc.
une compagnie
du BMW Group

Head Office/
Siège social
50 Ultimate Drive
Richmond Hill, Ontario
Canada
L4S 0C8

Telephone/
Téléphone
(905) 683-1200

Facsimile/
Télécopieur
(905) 428-5086

Internet
www.bmw.ca
www.mini.ca

MINI Canada

Corporate Communications

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 26 MINI retailers represents the BMW Group across the country.

-30-

For more information, please contact:

Barb Pitblado, Director, Corporate Communications

BMW Group Canada

Office - 905-428-5005 / Cell – 416-627-0436 / barb.pitblado@bmwgroup.ca

Rob Dexter, Product and Technology Specialist

BMW Group Canada Corporate Communications

905.428.5447 / robert.dexter@bmwgroup.ca