



Media Information  
December 21, 2010

**Brett “The Kid” McCormick returns to Canadian Superbike with BMW.**

McCormick signs with the BMW Motorrad Canada Superbike Team for 2011.

**Richmond Hill, ON.** BMW Motorrad Canada is delighted to announce that Brett McCormick will be suiting up alongside Michael Ferreira for the 2011 Canadian superbike season as part of the BMW Motorrad Canada Superbike Team.

Brett will be returning to race in the Parts Canada Superbike Championship after competing for the 2010 season in the United States with the Michael Jordan Motorsport Team. The 19-year old superbike sensation from Saskatoon brings with him a wealth of racing experience for such a young rider, including almost 5 years of racing superbikes at an elite level.

“Adding a huge talent such as Brett to our superbike team is a great coup for BMW Motorrad Canada” says Norm Wells, Director. “Brett is well liked and respected in the racing world and his track record speaks for itself. He will be a tremendous asset to our team.”

2011 will be the second full season that BMW Motorrad Canada fields a two rider superbike team in the Parts Canada Superbike Championship. The team will once again be racing the potent S1000RR superbike that enjoyed a successful debut in Canada this past year. Michael Ferreira, a superbike rookie in 2010, will continue with the BMW team in 2011 after a very impressive season that saw him improve with every ride and cap off his season with two third place podiums at the final rounds.

The last time McCormick raced in Canada was back in 2009 where he won 4 of 7 Superbike races along with setting lap records at every track in Canada that season. Remarkably, all of these records still stand today. 2011 will not be the first time that McCormick will ride an S1000RR Superbike. He was a surprise tester at the annual press tests just after the final round of the 2009 Superbike World Championship held in Portimao where McCormick was lucky enough to test the S1000RR of Troy Corser wearing borrowed riding gear of then BMW Motorrad factory rider Ruben Xaus.

“I’m very pleased and obviously excited to join the BMW Motorrad family in 2011”, says McCormick. “BMW is a great company with a history of excellence and I’m looking forward to helping the team make major inroads in the 2011 superbike season. I’ve had the privilege of sampling the S1000RR in WSBK trim, so I know with the superb team we have in Canada we’ll be able to put on a great show and hopefully bring a Superbike Championship to BMW.”

The BMW team would like to thank Francis Martin for his efforts the past two seasons and wish him well with his future racing endeavors.

Another announcement will be made in the coming weeks regarding 2011 BMW team sponsors. Fans can stay in touch all year long with the BMW Motorrad Canada Superbike Team via their Facebook page and also at [www.bmw-motorrad.ca](http://www.bmw-motorrad.ca).

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## **BMW Group in Canada**

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 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 41 BMW automobile retail centres, 19 BMW motorcycle retailers, and 26 MINI retailers represents the BMW Group across the country.

## **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.

The BMW Group achieved a global sales volume of approximately 1.29 million automobiles and over 87,000 motorcycles for the 2009 financial year. Revenues totaled euro 50.68 billion. At 31 December 2009, the company employed a global workforce of approximately 96,000 associates.

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 six years.

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