



Media Information
March 19, 2011

Philippe Poirier wins MINI Rookie Award at Red Bull Crashed Ice event in Quebec City.

110,000 spectators thrill to the hard-fought World Championship final at historic Canadian venue.

Richmond Hill, ON. In Quebec City on Saturday, March 19th, the fourth and final stop on the Red Bull Crashed Ice (RBCI) World Championship itinerary delivered an exciting conclusion to the international tour. Arttu Pihlainen, of Finland, was crowned overall winner in the Icecross Downhill competition of the Red Bull Crashed Ice international tour.

Manfred Braunl, President and CEO of BMW Group Canada, was on hand to present Pihlainen with the Red Bull Crashed Ice World Championship trophy, and to hand over the keys to the grand prize – a brand-new 2011 MINI Countryman. “It was exhilarating to witness the precision, balance and control displayed in Arttu’s championship performance,” stated Braunl. “These are qualities he will soon enjoy in his new MINI Countryman.”

Another award-winning performance was executed by Quebecer Philippe Poirier, who earned the **MINI Rookie Award** as the fastest newcomer in the Quebec City event. John Cappella, Director of MINI Canada, presented Poirier with his award. “It is a great pleasure to present Philippe with the MINI Rookie Award as it recognizes in him several virtues of the MINI brand: courage, speed, agility and, above all, fun.” As MINI Rookie Award winner, Poirier receives an impressive trophy, and will hit the road in a new MINI provided by MINI Canada.

Debuting in 2011 for the four-city Red Bull Crashed Ice World Championship, the MINI Rookie Award has already honoured three newcomers with fastest-newcomer fame: in Munich, Germany (Jan. 15th), German athlete Fabian Mels landed the prize; in Valkenburg, Netherlands (Feb. 5th), Croatian Hrvoje Starjacci was the fastest newcomer; and in Moscow, Russia (Feb. 26th), Russian Pavel Kryukov was presented with the MINI Rookie Award.

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

Fax/fax/
Télécopieur
(905) 428-5668

Internet
www.bmw.ca
www.mini.ca

MINI Canada

Corporate Communications

This is the second time carmaker MINI has supported the Red Bull Crashed Ice World Championship as official automotive partner, continuing the successful collaboration with Red Bull launched in 2010. In addition to highlighting the best newcomer and providing a grand prize vehicle, MINI also provides an athletes' shuttle service with MINI Countryman for the Red Bull Crashed Ice World Championship, giving every athlete a chance to enjoy the MINI experience.

Supporting the Red Bull Crashed Ice World Championship tour, MINI is reaching out to a young, sporty, lifestyle-oriented target group with a committed involvement in unconventional winter sports. Where innovative concepts, originality and a strong instinct for speed and cornering are at the heart of the action, the brand's latest models are right in their element as well.

You can find more information about the **MINI Rookie Award** online at:

www.facebook.com/MINI

<http://www.minispace.com/redbullcrashedice>

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, 18 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
905-428-5005 / barb.pitblado@bmwgroup.ca

Rob Dexter, Product and Technology Specialist
BMW Group Canada
905-428-5447 / robert.dexter@bmwgroup.ca