



Media Information
May 2, 2011

BMW Motorrad Canada loading up for second season in Canadian Superbike.

radX back onboard for year two continuing “Ultimate Superbike”.

Richmond Hill, ON. BMW Motorrad Canada is pleased to announce that the Risk, Adventure and Danger channel radX has re-signed as the title sponsor of the radX/BMW Superbike Team. radX was new to superbike racing in 2010 as was BMW Motorrad Canada with the launch of the hugely successful S1000RR.

radX™ is the only High Definition channel dedicated to bringing epic stories of Risk, Adventure and Danger to vibrant life on your big screen TV. radX™ is owned and operated by High Fidelity HDTV Inc., Canada’s leading HD broadcaster and production enterprise whose four all-HD channels provide Canadians with best-in-class non-fiction programming on the themes of Nature, Culture and Adventure.

A very important component of the partnership between radX and BMW was the popular documentary series “Ultimate Superbike”. The six part series which was about the inner workings of an elite level superbike team competing in Canada, will also be renewed for a second season and will once again debut this fall on radX.

“We are extremely pleased that radX will be title sponsor of the BMW Superbike Team for another year”, says John Panikkar, President of radX. “Working with BMW Motorrad Canada has been a fabulous experience – we’re very proud to associate radX with BMW and look forward to another exciting season with the BMW Superbike Team.”

“Ultimate Superbike” which drew a loyal audience that really connected with the team members will again showcase the radX/BMW Superbike Team on and off the track competing for the Canadian Superbike Championship.

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) 428-5668

Internet
www.bmw.ca
www.mini.ca



New for 2011, MOTOREX Oil of Switzerland and DP Brakes will be joining the radX/BMW Superbike Team. **MOTOREX** is a strong brand that combines top quality and innovation with tradition, characteristics that are essential for superbike racing. **DP Brakes** rejoins with BMW Motorrad Canada after previously partnering with them when racing the boxer twins in the Canadian Thunder Championship. Together, they won the 2007 Canadian Thunder Championship with former Canadian Superbike Champion, Michael Taylor.

Returning team sponsorship partners from 2010 include **Joe Rocket Canada, Hotbodies** racing bodywork from Canadian distributor **Acceleration Racing, Hindle Exhausts, Pirelli,** and **Original BMW Parts.**

As announced late last year, Brett McCormick (number 6) will be suiting up alongside Mike Ferreira (number 210) to pilot the radX/BMW Superbike S1000RR racebikes for the 2011 season. Combining riders from east and west of Canada and sponsorship partners from Europe, USA, and Canada, the 2011 radX/BMW Superbike Team brings a truly global competitive edge in the battle for the 2011 Canadian Superbike Championship.

Fans can stay in touch with the BMW Motorrad Canada Superbike Team via their Facebook page and also at www.bmw-motorrad.ca.

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.

BMW Canada

Corporate Communications



For more information, please contact:

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