



Media Information  
May 17, 2012

**MINI Canada announces incentive program supporting two Canadian motorsport series.**

Contingency Award Program to be offered to MINI competitors in the 2012 Canadian Touring Car Championship and 2012 Targa Newfoundland.

**Richmond Hill, ON.** MINI Canada announced today that it will support MINI motorsports competitors across the country through all-new contingency programs. Canadian racers racing a MINI in the Canadian Touring Car Championship (CTCC), including the all-new B-Spec class, and MINI entrants in the 2012 Targa Newfoundland will have the opportunity to win cash prizes.

"MINI's motorsport heritage is impressive and has been part of the brand's DNA since the 60's – with wins in big events such as the Rally Monte Carlo, Targa Newfoundland and most recently the Dakar Rally, as well as track racing in MINI CHALLENGE events in Europe and the CTCC. We want to recognize and foster the passion and success for MINI motorsport in Canada and continue building that legacy," said Adam Shaver, Director of MINI Canada. "To show our support, we have launched a significant contingency program in Canada for 2012."

For the Canadian Touring Car Championship, MINI Canada will pay contingency awards for 1st, 2nd and 3rd in each points-paying race in the Championship. Additionally, MINI Canada will reward championship-winning drivers in the Touring and B-Spec classes during the 2012 CTCC season.

The contingency payout structure will reward first, second- and third-place finishers in each race in the Touring class, as follows:

Payout	1st Place	2nd Place	3rd Place
<b>Cash Award</b>	<b>\$ 1,000</b>	<b>\$ 750</b>	<b>\$ 500</b>

**Touring Class Championship Bonus: \$ 5,000**

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](http://www.bmw.ca)  
[www.mini.ca](http://www.mini.ca)

In the all-new B-Spec class, the contingency payout structure will reward first, second- and third-place finishers in each race as follows:

Payout	1st Place	2nd Place	3rd Place
<b>Cash Award</b>	<b>\$ 500</b>	<b>\$ 300</b>	<b>\$ 150</b>

**B-spec Driver Championship Bonus: \$ 3,000**

“MINIs are one of the most popular cars with CTCC fans and they are always very competitive,” states John Bondar, President of Canadian Touring Car Championship. “I am proud to welcome MINI Canada as a contingency partner of CTCC and look forward to seeing more MINIs on the podium in 2012.”

In addition, MINI Canada is pleased to include Targa Newfoundland in this program, recognizing its 10 year history in Targa competition and the many MINIs participating in this exciting and exacting rally:

Payout	1st Place in Open Class	1 <sup>st</sup> Place in Modern Class	1st Place in Grand Touring Class
<b>Cash Award</b>	<b>\$ 3,000</b>	<b>\$ 3,000</b>	<b>\$ 3,000</b>

MINI Competitors in these series can access detailed information on the MINI Contingency Award Program by contacting: [MINIMotorsport@MINI.ca](mailto:MINIMotorsport@MINI.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 44 BMW automobile retail centres, 20 BMW motorcycle retailers, and 29 MINI retailers represents the BMW Group across the country.

# MINI Canada

Corporate Communications

**For more information, please contact:**

Barb Pitblado, Director, Corporate Communications  
[Barb.Pitblado@bmwgroup.ca](mailto:Barb.Pitblado@bmwgroup.ca), (905) 428-5005).

Rob Dexter, Product Specialist  
BMW Group Canada  
[robert.dexter@bmwgroup.ca](mailto:robert.dexter@bmwgroup.ca), (905) 428-5447.

Ina Mundy, MINI Brand Communications Manager  
[Ina.Mundy@MINI.ca](mailto:Ina.Mundy@MINI.ca), (905) 428-4742.