



Media Information  
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### **The all-New BMW 3 Series Touring.**

BMW 328i xDrive Touring model poised to join the new 6<sup>th</sup>-generation 3 Series lineup.

**Richmond Hill, ON.** The favorite “wagon” of enthusiasts, the all-new BMW 3 Series Touring will again offer the flexibility and utility one would expect from a premium touring vehicle combined with the driving dynamics of the quintessential sport sedan, the BMW 3 Series.

The new BMW 3 Series Touring will launch in Europe later this year and is set to arrive in Canadian showrooms in the Spring of 2013, equipped with the award winning 4-cylinder TwinTurbo engine, 8-speed automatic transmission, xDrive intelligent all wheel drive and the equipment lines shared with its recently introduced 328i and sedan sibling.

Pricing and standard/optional equipment will be announced closer to the Spring 2013 market launch.

The new 3 Series Touring is slightly larger than its predecessor, most notably its wider track (front + 37 mm, rear + 48 mm). The car's length (+ 97 mm) and wheelbase (+ 50 mm) also accentuate its sporting character. Inside, the new BMW 3 Series Touring, rear passengers will appreciate the noticeable increase in space made possible by the larger dimensions. These larger dimensions also pay dividends in utility with nearly ten percent more cargo volume both with the rear seats up and when folded.

The new 3 Series Touring will be the next model to offer BMW Lines as a way to tailor the car to individual tastes, just as with the Sedan, by choosing from a trio of trim and equipment variants – the Sport Line, Luxury Line and Modern Line. Each presents its own individual take on the character of the Touring, with exclusive, high-quality trim and material combinations. For the enthusiast who wants to go beyond even the Sport Line, the M Sport Package will also be offered because it is, after all, a BMW 3 Series at its heart.

**BMW 328i xDrive Touring: new 4-cylinder gasoline engine with TwinPower Turbo technology sets a new benchmark for driving dynamics and efficiency.** With the launch of the new 3 Series Touring, an ultra-modern 4-cylinder engine makes its debut in a BMW Touring model. In keeping with the dynamic overall theme of the new BMW sports sedan, this new-generation of turbocharged engines offers plenty of power and performance, responsive

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)



acceleration, powerful torque, a high rpm ceiling and low weight. The new 4-cylinder engine, provides noticeably livelier power for maximum driving enjoyment, also comes with lower fuel consumption than its predecessor.

The state-of-the-art, lively 2.0-litre engine marks a return to the popular Touring's roots – it was with lightweight, high-performance 4-cylinder engines in a similar vein that the BMW 3 Series made its debut back in 1975, with the first 6-cylinder engines for this series making their appearance at the 1977 Frankfurt Motor Show.

The significant upgrade in power and efficiency is chiefly down to the use of BMW TwinPower Turbo technology, which combines High Precision Direct Gasoline Injection, Double-Vanos variable camshaft timing and VALVETRONIC variable valve timing along with twin-scroll turbocharging. On the new-generation 4-cylinder engine, this world-exclusive technology package from BMW again provides a very efficient way to extract more power from the engine, rather than taking the route of a much larger displacement and, in the process, adding to the weight and therefore to fuel consumption. This explains why the more dynamic performance and driving enjoyment does not come at the expense of higher fuel consumption and emissions.

The new BMW TwinPower Turbo 4-cylinder's displacement of 1,997 cc delivers maximum power of 240 hp at 5,000 rpm while, thanks to twin-scroll turbocharging, the maximum torque of 258 lb-ft is developed at just 1,250 rpm and remains constant up to 4,800 rpm. These statistics translate to commensurately dynamic performance: the new BMW 328i xDrive Touring accelerates from 0 to 100 km/h in just 6.0 seconds. This outstanding performance is accompanied by exceptional fuel economy figures: in the EU test cycle, the new BMW 328i xDrive Touring records average fuel consumption of only 6.8 litres per 100 kilometres. Technical progress is equally in evidence with the new eight-speed automatic transmission, which can claim an improvement of up to 11 per cent in fuel economy over its predecessor.

**Sporting 8-speed automatic transmission as standard; state-of-the-art 8-speed sports automatic with steering wheel mounted paddle shift is optionally available.**

In terms of size and weight, the 8-speed automatic transmission is comparable with the 6-speed automatic transmission used in the past. A range of innovative technical features and exceptionally high internal efficiency allow this higher-performance unit to combine powerful acceleration, strong mid-range sprinting and further reduced fuel consumption. For performance-minded drivers this



transmission also has lots to offer, particularly since the driver can choose to play a more active role by changing gears manually, thereby releasing even more of this sporty wagon's potential.

With its optimized control technology, the 8-speed transmission boasts extremely fast shift and reaction times and direct downshift capability. The electronic transmission controller can also alter the shift characteristics as required, to cater either for a sportier or for a more relaxed, fuel-saving driving style. Despite a larger overall spread, eight ratios mean that the spacing between them is smaller, so that the optimal ratio is available in virtually all situations. The close ratios deliver turbine-like power combined with smooth and fuel-efficient low-rpm operation. The new 8-speed automatic also allows drivers to maintain a very economical driving style. This all helps to explain why, when fitted with the 8-speed automatic transmission, the new BMW 3 Series Touring's even lower fuel consumption than models equipped with the 6-speed manual transmission.

A sports version of the new 8-speed automatic transmission is available as an option for cars equipped with the Sport Line and M Sport package. This unit offers even sportier shift characteristics (e.g. faster shift times), and the option of changing gear manually using the paddle shifts on the steering wheel. Alternatively, it is also possible to use the electronic The Comfort and Sport modes are chosen using the Driving Experience Control switch. This allows the sports automatic to deliver both dynamic driving enjoyment and top-level comfort.

### **Striking face with precise contours and multi-faceted surfaces.**

Characteristically, the sporting nature of the new BMW 3 Series Touring is made apparent to the eye by its wide track. By accentuating the width of the car, the multi-faceted surfaces of the expressive front fascia give the 3 Series Touring a more athletic appearance than ever.

A three-dimensional interpretation of the upright, slightly forward-slanting BMW kidney grille emphasizes an assured presence. LED accent lights positioned like eyebrows above the traditional four round headlights with corona rings (if Adaptive Xenon headlights are specified) lend an extra intensity to the classic BMW focused look. Clearly defined headlight surrounds now extend up to the frame of the kidney grille, merging the headlights and grille into a single stylistic element and adding further emphasis to the car's broad-set stance. The 3 Series Touring replaces the central air intake of its predecessor with two larger intakes, which are positioned underneath the headlights to the outer edges of the front fascia and add extra depth to the wagon's sporty look. On the left and right edges of the main ducts are small vertical intakes which help create the "Air Curtain". This new



technology improves air flow around the front wheels, enhancing aerodynamic efficiency and reducing fuel consumption at higher speeds.

The closely spaced, squat openings of the kidney grille, with their eye-catching surrounds, form the most prominent element of the new BMW 3 Series Touring's front design. It is also where the precise lines of the dynamically contoured hood begin at the base of the A pillars and flow over the full length of the hood. The result is a front that appears lower-slung, giving the 3 Series Touring a clear sporting edge when viewed head-on.

**Precise lines produce a silhouette that enhances the Touring's dynamic impact.**

Powerfully taut surfaces with sweeping lines dominate the side view of the BMW 3 Series Touring, stretching the car visually and lending extra verve to its dynamic stance. The flanks of the car are shaped by an eye-catching double character line running alongside each other. The higher character line emerges out of the low-slung nose and flows over the front wheel with an understated sweep, in a nod to the wagon's fleetness of foot. The second character line develops lower down behind the front wheel and follows a delicately arching path towards the rear. Together, they reinforce the dynamic wedge shape of the wagon's flanks. As well as providing a discreet increase in muscularity in the rear section below the character line, these styling cues also create vivid light and shade effects, which draw further attention to the wagon's wide track.

The wagon's athletic overall impression is emphasized by the steeply raked D-pillars, the angle of the rear window and the subtly wedge-shaped geometry of the window surfaces. The roofline – which slopes downwards slightly to the rear and is extended visually by a spoiler – and the “Hofmeister kink” at the foot of the D-pillar also generate a sense of dynamic tension. The fine balance between the greenhouse and the body lends the new BMW 3 Series Touring a sporty, elegant and nimble look, while the rear lights extend well into the sides of the body and combine with its flowing lines to create a harmonious transition between the flanks and rear section.

The rear of the new BMW 3 Series Touring also boasts a blend of sporting elegance and modern practicality. The horizontal lines and L-shaped lights set far to the outer edges accentuate the subtly flared fenders and the wider track. Two integrated bars of LEDs allow a slim light design and ensure they maintain an appearance that is instantly recognizable as a BMW both day and night. The positioning of the lights at the outer edges of the rear underline the car's hunkered-down stance on the road. The large tailgate opening with separate rear window opening and low sill make loading



and unloading bulky items that much easier while offering an accessibility option to loading and unloading cargo.

The new BMW 3 Series Touring again features a rear window that opens separately from the tailgate. The window is unlocked electrically via a button on the rear window wiper arm and opened by hand. This practical function makes it easier to load and unload smaller items – especially when space is tight, as the rear window opens up rather than out.

In order to make access to its generous cargo area easier, a power tailgate will be offered for the first time on a 3 Series Touring. Getting into the cargo area can be done at the touch of a button, either on the remote key or from inside the interior. Access is made even easier when Comfort Access is ordered, which will include the Hands Free Opening Tailgate. If one approaches the new 3 Series Touring with hands full, one need only stick a foot under the rear bumper to initiate the operation and the tailgate automatically swings open.

**Driving Experience Control switch with ECO PRO mode:  
extra-sporty, more relaxed or more fuel-efficient driving modes – at the press of a button.**

The new BMW 3 Series Touring offers impressive driving dynamics combined with new standards of comfort unique in its segment. This is a result of superbly tuned suspension which achieves an astonishing balance between dynamics and comfort. On top of this, drivers are also able to vary the overall character of the Touring depending on the driving situation or to suit their personal preferences. As well as sportier or more comfortable drive settings, they can also opt for extra fuel efficiency. The different modes are selected using the new Driving Experience Control function including ECO PRO mode, which is standard on all 3 Series models.

Using the Driving Experience Control switch, the driver is able to customize accelerator response characteristics, engine response, the power steering characteristics and the Dynamic Stability Control (DSC) thresholds. The Servotronic function, the automatic transmission and Dynamic Damper Control are integrated into the system too. Using the simple-to-operate rocker switch on the center console, drivers can choose between ECO PRO, COMFORT, SPORT and SPORT+ modes. Each of these predefined setups activates different settings for the relevant powertrain and suspension components.



In SPORT mode, for example, throttle response is very sharp and the steering becomes even more direct. The shift points of the automatic transmission are altered to provide a significantly sportier drive.

An additional button allows the driver to change the DSC settings. Selecting Dynamic Traction Control (DTC) mode, for example, makes it much easier to start off on loose surfaces or in deep snow. In this mode as well as in SPORT+ mode, the Dynamic Stability Control thresholds are raised and Dynamic Traction Control (DTC) is activated. It is also possible to shut off DSC altogether. The electronic limited-slip function for the rear differential can then provide extra-sporty acceleration out of corners or hairpin curves.

The new ECO PRO mode, meanwhile, supports an extra-efficient and economy-conscious driving style. It does this by changing the accelerator mapping so that the same pedal travel delivers less power than in the standard mode. Also in this mode, the automatic transmission control strategy is modified so as to upshift sooner and to delay downshifts, while intelligent energy and climate management reduces the mechanical power consumption and consumption of electrical systems such as heated mirrors and seats. But the biggest potential for improving fuel economy comes from the driver's own personal driving habits. Special displays in the instrument cluster informs the driver by how much the driving range is being extended, shows fuel consumption history, or, with reference to the specific driving situation, provides tips and incentives on how to develop a more economy-conscious driving style. ECO PRO mode allows average fuel consumption to be reduced by up to 20%, with a corresponding increase in driving range.

**Dynamic options: M Sport package, Adaptive M Sport suspension and sports automatic transmission.**

For out-and-out enthusiasts, further features are available to enhance the dynamic driving qualities of the new BMW 3 Series and give them a distinctive visual dimension as well. The M Sport package, which will become available after launch, is designed for this very purpose and has been developed specifically for this model series. It includes the lowered M Sport suspension, featuring a 10 millimeter drop in ride height, firmer suspension and damping, and larger anti-roll bars. Also featured are 18 or 19-inch M alloy wheels. The package is completed by an M aerodynamics package featuring special body parts, and by chrome tailpipes, exclusive exterior paintwork and interior trim to match. An Adaptive M Sport suspension with electronically controlled damping is also



optionally available for the new BMW 3 Series Touring equipped with the M Sport Package. Based on incoming information about body and wheel acceleration, lateral and longitudinal acceleration, vehicle speed and steering wheel position, an electronic control unit adapts the damper mapping to the road surface and driving situation. At the same time the driver can use the Driving Dynamics Control switch to vary the basic suspension characteristics between more comfortable or sportier settings. An 8-speed sports automatic transmission with faster shift times and sporty steering wheel-mounted paddle shifts is also available as an option.

**Three equipment lines shine the spotlight on the BMW Touring's distinct character traits.**

High-quality material combinations and unbeatable build quality underline the premium ambience of the new BMW 3 Series Touring. The materials and color concept of the standard model accentuates the sporting character of the Touring, but a large selection of colors and upholstery variants also offer scope for various other options.

In addition to the standard equipment lines (Sport Line, Luxury Line and Modern Line), the new BMW 3 Series Touring can now also be specified with the M Sport Package. Customers can therefore adapt the appearance of their car to their personal lifestyle and preferences – in their own way and with eye-catching results. The Sport Line, Luxury Line and Modern Line each emphasize the different sides to the new BMW 3 Series Touring's character in their own individual way. The exclusive, carefully coordinated equipment features embrace both exterior design elements and the selection of materials and colors for each model. In terms of value, design coherence and expressiveness, the new BMW Lines go far beyond existing packages in the segment.

**Sport Line:** With eye-catching exterior features in high-gloss black, this new line accentuates the dynamic appearance of the BMW 3 Series Touring. Eight heavily contoured high-gloss black kidney grille slats in a chrome-colored surround give the front end of the car a particularly sporty and alert look. The black inserts in the front apron make the air intakes appear larger and lend extra emphasis to the muscular wheel arches. Bi-color, double-spoke design 18-inch light-alloy wheels provide the athletic looks to match. Meanwhile, high-gloss black painted exterior mirrors and the standard high-gloss black B-pillar and window trim add an extra sporting flavor to the flanks. A black trim strip on the lower crease underlines the width-enhancing effect of the rear styling, while the black chrome exhaust tips rounds off the exterior's sporty appearance. The sporty and exclusive ambience of the interior is expressed by contrasting black and red accents. Red trim rings, red scales in the circular





dials, red stitching on the sports steering wheel and a base trim strip in high-gloss black with coral red accent strips all underline the sporting ambience of the cockpit. The standard sports seats can be specified in a choice of two upholstery styles and three colors. The ignition key for Sport Line versions of the new BMW 3 Series Touring is identified by its black finish and red detailing.

**Luxury Line:** The discreet high-gloss chrome elements of this line lend the exterior of the BMW 3 Series Touring a particularly elegant and exclusive appeal. The BMW kidney grille with 11 fine chrome slats, two slightly offset chrome trim strips in the front apron air intakes, and a high-gloss chrome trim strip running horizontally above the air scoop gives the front a striking appearance. As with the Sport Line, the B-pillar and window guide come in high-gloss black, and the window frame and weather strip are in chrome. Special 18-inch light-alloy wheels in multi-spoke design accentuate the stylishness of the new BMW 3 Series Touring when viewed side-on. From the rear, the new Luxury Line is easily identified by its exquisite, high-gloss chrome trim strip – which extends across the full width of the rear apron – and its chrome exhaust tips. Chrome elements also catch the eye inside the Luxury Line variant. This is the only line which gives the radio and air conditioning units a chrome surround. High-gloss wood trim (with stylish inlays are also available) and seats with distinctive stitching and leather upholstery in three classically elegant colors highlight an inviting, exclusive ambience. The ignition key for Luxury Line versions of the new BMW 3 Series Sedan can be identified by its black finish and chrome detailing.

**Modern Line:** In contrast to Luxury Line models, the avant-garde trim elements included in Modern Line versions of the new BMW 3 Series Touring are all in satin aluminum, underlining the contemporary character of this line. The BMW kidney grille, with 11 satin aluminum slats, and double trim strips for the air intakes in the same color give the front end of the new BMW 3 Series Touring a particularly contemporary, classy touch. The high-gloss black B-pillar and window trim of the Modern Line blend smoothly with the satin aluminum trim elements at the front and rear. 18-inch turbine-style light-alloy wheels strengthen the future-focused concept of this equipment line. The harmonious lightness of the interior dispenses with strong contrasts. Instead, with a light upper side to the dashboard and a steering wheel in dark oyster, it generates an all-new ambience. Leather upholstery in oyster, and a choice of three trim surfaces with accent strips in pearl-effect chrome, further enhances the appealing interplay between materials. A trim element with three-dimensional structure and open-pored wood, lays on a whole new feast for the fingertips. Modern Line versions of the new BMW 3 Series Touring are marked out by the oyster-colored ignition key with matt silver





detailing.

**M Sport package:** The M Sport package brings the ultimate in sporting makeovers to the new BMW 3 Series Touring. An all-new aerodynamic package for the exterior clearly sets cars specified with this package apart from the base model and the three lines. 18 and 19 -inch light-alloy wheels in hallmark M design, M Sport suspension, a black kidney grille and BMW Individual High-gloss Shadowline trim give the car that typical M look. The theme continues inside the car with sports seats boasting distinctive upholstery choices, trim elements with blue accent strips, M door sill covers, an M driver's footrest and the new M leather steering wheel.

New dimensions in driving pleasure and dynamic performance: Sporty power delivery, outstanding efficiency and enhanced ride comfort. The sixth generation BMW 3 Series sports sedan offers top-level agility and driving dynamics, and they combine all this with new levels of comfort. At the same time, there is no change to the proven basic concept comprising high-performance engines, a sporty chassis and a rigid, lightweight body. After all, over the past 35 or more years, drivers have come to expect dynamic, sporty driving enjoyment as a matter of course in a BMW 3 Series model, while power train and chassis technology rank as a core strength of the brand. A longitudinally mounted engine, rear-wheel drive and a balanced (50:50) weight distribution are a formula that makes the BMW 3 Series the sportiest wagon in its segment.

**Auto Start-Stop, Brake Energy Regeneration, ECO PRO mode.**

The new BMW 3 Series Touring is equipped with an Auto Start-Stop function, which automatically switches off the engine during short stops at traffic lights or in stationary traffic, so as not to waste fuel. For the first time, and uniquely in this class, this system can be combined with the new 8-speed automatic transmission. The new BMW 3 Series Touring is also equipped with BMW's now familiar Brake Energy Regeneration system. With Brake Energy Regeneration, power for the vehicle's electrical system is generated only during braking and overrun. When the engine is under load, the alternator can often be disengaged. This not only means that electricity can be generated with little or no effect on fuel consumption, it also grants the Touring livelier acceleration. Finally, the new Driving Experience Control switch gives drivers the option of selecting ECO PRO mode which, by modifying the powertrain management and re-programming the heating and air conditioning, the heated seats and the exterior mirrors to operate at optimum efficiency, reduces fuel consumption by as much as 20%.

**On-demand control of ancillary units saves energy.**

Intelligent energy management in the new BMW 3 Series Touring is further enhanced by the ancillary units, which consume significantly less energy compared with conventional systems. Examples include the on-demand coolant pump, the electronically controlled oil pump and the electromechanical steering system, which only consumes electric power when steering assistance is actually required. The special air conditioning compressor featured on many of the sports sedan models works on the same principle. As soon as the driver switches the air conditioning off, the belt drive to the compressor is disconnected by a magnetic clutch, to minimize power drain.

**Intelligent lightweight design brings further reduction in fuel consumption.**

Use of lightweight materials has played a significant role in reducing vehicle weight and in delivering high passenger cell safety standards, combined with a significant increase in strength. At the same time, these measures also help to ensure superior driving dynamics. Intelligent lightweight design is integrated into all areas of BMW vehicle development work and into all components, from the body and engine to the suspension. Materials used include high and ultra-high tensile steels, a hot-stamped B-pillar, plastics and state-of-the-art composites. Increased use of aluminum components in the engine and suspension systems has also further reduced the weight of the relevant assemblies.

**Practicality and versatility: Hallmarks for the new 3 Series Touring**

The new BMW 3 Series Touring offers remarkable flexibility. A net as well as an additional strap along the right side panel can be used to help secure cargo. Four tie-downs are integrated into the cargo floor. A net along the left-hand panel will also be available. A pair of coat hooks and an additional 12-volt outlet add an extra measure of flexibility. A storage tray under the load compartment floor and a deep stowage compartment on the left-hand side of the cargo area can accommodate smaller items. Another neat twist, the luggage compartment cover can be stowed away under the load compartment floor, allowing it to be kept in the car even when not in use. Also standard is a separate partition net, which can be employed in a variety of ways even when the rear seat backrests are folded down. The rear seats can be folded down in three sections in a 40:20:40 split. The large through-loading facility allows the new 3 Series Touring to carry four adults and longer items, such as skis or snowboards, at the same time.

In addition to the increase in load-carrying capacity – the usable space between the wheel arches has also grown in size – the Touring also makes a credible case for a high degree of versatility. The folding rear seat bench can be split 40:20:40 as standard, allowing load capacity to expand up to a



maximum of 999 litres. Folding down all the backrests creates an almost level load compartment floor with a smooth transition to the sides of the interior. The generously sized tailgate aperture, measuring from 96.5 cm to 103 cm wide and 66 cm high, makes it easier to load in bulky items over the strategically placed scuff plates designed and placed to protect the luxuriously appointed cargo interior..

In addition to the flexibility and utility offered by the interior of the new BMW 3 Series Touring, other features unique to this model includes roof-rails that provide a basis for many optionally available racking systems for everything from bicycles and skis to cargo boxes. It will also be available with a full glass panoramic sunroof.

**BMW ConnectedDrive: The latest in safety and infotainment**

With its broad range of driver assistance systems and mobility services, all offered as part of BMW ConnectedDrive, the new BMW 3 Series Touring sets a new benchmark when it comes to safety, convenience and infotainment. To ensure that the available features deliver the maximum benefit, the exchange of information between the passengers, the vehicle and the outside world is managed by BMW ConnectedDrive.

The new BMW 3 Series Touring is available with a full-color Head-Up Display. It projects key information in sharp resolution onto the windshield in the driver's direct field of vision. Depending on the vehicle specification the speed limit is noted in addition to the car's speed. The driver can also see navigation instructions and various alerts in the Head-Up Display. Thanks to the wide variety of driver assistance systems available in the new BMW 3 Series range, more information can be placed in the driver's direct line-of-sight while their eyes remain squarely on the road.

State-of-the-art camera technology provides the potential for new levels of safety and convenience. Active Safety options include Lane Departure Warning as well as Blind Spot Detection. Backing up and parking both are made easier with the available Rear-view Camera with Top View which provides a bird's-eye view of the car. Another convenience-enhancing assistance system is the BMW Parking Assistant, which takes charge of maneuvering into parking spaces making parallel-parking a breeze.

BMW Assist, a globally unique mobility service, comprises among other features a telephone information service and BMW's industry-leading enhanced Automatic Collision Notification function with automatic detection of the vehicle location. BMW Assist also includes Bluetooth hands-free



phone connectivity.

Other innovative technologies allow the integration of the Apple iPhone and other smartphones as well as music players. The Apps option enables iPhone users, among other things, to receive Internet radio stations and to display Facebook and Twitter posts on the onboard monitor. With BMW Apps, iPhone users can access and listen to music streaming services like Aupeo!™ with the ability to add other Apps as they are made available using ConnectedDrive as a platform designed to continuously support future Apps as they are developed.

The all-new BMW 3 Series Touring again brings the versatility of a Touring configuration with the driving dynamics of the quintessential sport sedan. The new 3 Series Touring will be arriving in Canadian showrooms in spring 2013. Pricing details and standard/optional equipment will be announced closer to the on sale date.

**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.

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**For more information, please contact:**

Barb Pitblado, Director, Corporate Communications  
BMW Group Canada  
905-428-5005 / [barb.pitblado@bmwgroup.ca](mailto:barb.pitblado@bmwgroup.ca)

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