



Media Information  
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### **BMW Group Canada Offers An Exclusive M6 Gran Coupé Launch Edition.**

Special edition M6 Gran Coupé includes a scenic drive event spanning four European countries

**Richmond Hill, ON.** BMW Group Canada has offered a once in a lifetime opportunity to its customers thanks to a partnership between BMW Group Canada and BMW Individual. A select group of customers recently travelled to the BMW Welt International Delivery Centre to take delivery of their all-new 2014 BMW M6 Gran Coupé Individual Launch Edition vehicles. Finished in exclusive Pure Metal Silver paintwork, the special edition is also equipped with exclusive two-tone upholstery, with Merino Silverstone seat centres, lower dashboard panels and door inserts and black seat bolsters, centre console, upper dashboard and carpeting. Extensive Silverstone contrast stitching is applied to the black leather surfaces, including front and rear seats, dashboard and upper door parts. Interior trim is finished in the deep luster of BMW Individual Piano Black and the cabin experience further enhanced by a state-of-the-art Bang & Olufsen audio system.

After receiving their vehicles at the BMW Welt, the new M6 Gran Coupé owners are set to embark on a four day scenic drive event through Germany, Switzerland, Austria and Italy. This first-class drive adventure will take place over 1100km of breathtaking terrain perfectly suited to demonstrate the luxury and performance of the newest member of the BMW M family. Each participant on this exclusive experience will also have the opportunity to be a part of a VIP experience at the 24h race and M festival at Nürburgring from May 17-21. The trip includes first class accommodations, a drive from Munich to Nürburgring, participation in the M festival, a helicopter ride over the 24h race track during the race as well as a chance to visit the BMW test centre and meet the BMW racing team.

This special M6 Gran Coupé Launch Edition european tour represents the ultimate driving experience and a perfect showcase for the introduction of BMW's latest M6.

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**About BMW 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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