



Media Information

November 13th, 2013

BMW Canada Introduces its Olympic Roster: 'Team BMW'

Six top Canadian athletes named to Team BMW on road to Sochi 2014 Olympic Winter Games

Richmond Hill, ON. BMW Canada is pleased to announce Team BMW: a high performance team of Canadian Olympians and hopefuls who will look to compete for gold at the Sochi 2014 Olympic Games. Team BMW is a reflection of BMW's commitment and drive to be number one, the same drive in each of the six athletes chosen to represent BMW Canada. Support for Team BMW athletes will be on various levels, in an extension as the National Partner and Official Vehicle of the Canadian Olympic Team.

Team BMW consists of the following athletes:

- **Kaillie Humphries**, Bobsleigh, is preparing for her second Olympic Games. Humphries is currently ranked No. 1 by the International Bobsled and Skeleton Federation and was the first ever Canadian woman to win Olympic gold in Bobsleigh, a feat she accomplished at the 2010 Vancouver Olympic Winter Games.
- **Charles Hamelin**, Short Track Speed Skating, is driving for his third Olympics. He won two gold medals in Vancouver 2010 and also earned a silver medal in Torino in 2006 as a member of the Canadian relay team. With a successful 2014 Olympic Winter Games, Hamelin could become Canada's most decorated Olympian.
- **Rosalind "Roz" Groenewoud**, Halfpipe Freestyle Skiing, is the top ranked Canadian in her sport and is currently ranked No. 2 in the world. Training to compete in her first Olympics, "Roz G", as she is affectionately known, is a six-time X Games medallist and recently won gold at the World Cup finals.
- **Meghan Agosta-Marciano**, Ice Hockey, is eager to participate in her third Olympic Games, and is looking for a third gold medal to match the ones she earned at Vancouver 2010 and Torino 2006. Also a standout collegiate athlete, in 2011 Agosta-Marciano became the all-time leading scorer in NCAA women's hockey history, a record that still stands today.
- **Mark McMorris**, Snowboard Slopestyle, looks to compete in his first Olympic Games but is already a legend in the winter sports world. Only 19 years of age, McMorris is a

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five-time X Games medallist and has the potential to be one of Canada's top Olympic athletes for years to come.

- **Mikaël Kingsbury**, Moguls, plans to take part in his first Olympic Games. The 2009 and 2010 International Skiing Federation winner and World Cup Rookie of the Year has won gold in 2013 at the World Championships, World Cup and Canadian Championships. His recent success proves Kingsbury is poised to make an impressive debut on the Olympic stage.

"BMW Group Canada is pleased to add to our overall partnership with the Canadian Olympic Team the support of six athletes who represent BMW's values of peak performance and innovation," said Eduardo Villaverde, President and CEO of BMW Group Canada. "Team BMW is a distinctive group of men and women who are destined for Olympic success and who know what it takes to be the best. We look forward to supporting them in their quest for gold."

"BMW is synonymous with excellence, power and grace; all traits they share with our Canadian athletes," said Marcel Aubut, President, Canadian Olympic Committee. "There is no doubt that it takes a village to raise a champion and we are grateful to BMW Group Canada for generously supporting Kaillie, Charles, Rosalind, Meghan, Mark and Mikaël. This assistance will help make their Olympic dreams a reality, especially as they enter a crucial pre-Games period of training and competition."

"Having a strong partnership with a high-performance partner in BMW is absolutely amazing," said Kaillie Humphries, Gold Medalist at the 2010 Vancouver Olympic Games. "They've helped me on so many levels, all of which are instrumental to my success and focus in bringing home a Medal from Sochi! Their entire team who support me operate in such a premium manner much like their vehicles!"

BMW Group Canada is proud to partner with the Canadian Olympic Team through 2016 and will showcase Team BMW on bmw.ca. As National Partner and Official Vehicle of the Canadian Olympic Team, BMW's partnership will provide athlete support and will generate fundraising opportunities for



the team over the next four years. To learn more about Team BMW and the partnership with the Canadian Olympic Team, please visit bmw.ca/teambmw

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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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