



Media Information

November 27th, 2013

BMW Canada Announces Partnership with Bobsleigh Canada Skeleton

Partnership also makes BMW Canada Official Helmet provider of Canada's Bobsleigh Team

Richmond Hill, ON. BMW Canada is pleased to announce a partnership with Bobsleigh Canada Skeleton; the three-year partnership will provide vehicles and financial assistance in continued support of high performance Bobsleigh and Skeleton programs. Through innovation, power and precision, BMW Canada is committed to being number one and it is these shared values with Bobsleigh Canada Skeleton that makes for a fitting partnership.

BMW Canada is also proud to be the Official Helmet Provider of the Canadian Bobsleigh Team. The Men's and Women's bobsleigh athletes will be outfitted with premium, high-performance BMW helmets to better equip each athlete in their drive for success.

"BMW Canada is pleased to partner with Bobsleigh Canada Skeleton and its athletes in our continued support of amateur sport on a national level." said Eduardo Villaverde, President and CEO of BMW Group Canada. "Bobsleigh Canada Skeleton is an organization that identifies with core values of the BMW brand and we look forward to supporting their athletes in the quest for gold at the 2014 Sochi Olympic Games."

"Power. Speed. Performance. Excellence. The synergies between Bobsleigh Canada Skeleton and BMW made this match inevitable," said Don Wilson, chief executive officer, Bobsleigh Canada Skeleton. "Our team is proud to welcome BMW Canada. Our past success proves that we will deliver significant return on its investment in our journey to the podium. We look forward to having them with us on the road to Sochi."

"On behalf of my teammates, we are thrilled to have BMW Canada on our team, and hope to make them proud this winter through our performance." said Lyndon Rush, member of the Canadian Bobsleigh Team.

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“With BMW Canada at our side, I know we will find the fast lane to the international podium together.” said Sarah Reid, member of the Canadian Skeleton Team.

BMW Canada’s approach to supporting amateur athletics began with a four year agreement as a National Partner and Official Vehicle of the Canadian Olympic Team. BMW Canada also provides support to individual athletes through Team BMW, a dynamic roster of high performance Canadian Olympians and hopefuls who are eager to represent Canada on the podium.

Canada’s bobsleigh and skeleton athletes will be on display at the World Cup in Calgary, November 29-30, 2013. For more information on BMW Canada’s partnership with Bobsleigh Canada Skeleton, please visit <http://www.bmw.ca/bcs>

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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