



Media Information
May 5, 2014

MINI Canada Announces Third Year of Incentive Program in Canadian Motorsport
Contingency Award Program offered to MINI Competitors in 2014 Canadian Touring Car Championship and 2014 Targa Newfoundland competition

Richmond Hill. MINI Canada has just announced that for a third straight year it will be supporting motorsports by continuing with the Contingency Award Programs. The incentive program offers Canadians who race a MINI in the upcoming Canadian Touring Car Championship (CTCC) and the 2014 Targa Newfoundland competition the opportunity to win cash prizes, presenting an exciting opportunity to reward MINI racers for their success in Canadian motorsports. Each year from 2009 to 2013, a MINI driver has celebrated a 1st or 2nd placing in the Touring class with two MINI drivers finishing in the top three individual standings in the 2013 Touring Class. The B Spec Class of the CTCC, which was introduced in 2012, will also continue to benefit from the incentive program.

“Motorsports is an important pillar for MINI. The heritage of the brand, and its continued success in modern day competitions are indicative of the performance oriented products we pride ourselves on. The Contingency Award Program is designed to encourage and reward the skilled drivers of the CTCC to take to the track in one of our exciting vehicles,” said Adam Shaver, Director of MINI Canada.

For the CTCC, MINI Canada will pay contingency awards for 1st, 2nd and 3rd place finishes in each points-paying race in the Championship. MINI Canada will also reward championship-winning drivers in the Touring and B-Spec classes during the 2014 CTCC season.

“MINIs are a fan favourite in the CTCC and it will be exciting to see a Coupé racing for the first time this season,” stated John Bondar, President of CTCC. “We thank MINI Canada for their ongoing support.”

The contingency payout structure for the Touring Class will reward 1st, 2nd and 3rd place finishers in each race as follows:

PLACING	1 ST PLACE	2 ND PLACE	3 RD PLACE	Championship
CASH REWARD	\$1,000	\$750	\$500	\$5,000

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a BMW Group Company

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du BMW Group

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The contingency payout structure for the B-Spec Class will reward the 1st, 2nd and 3rd place finishers in each race as follows:

PLACING	1 ST PLACE	2 ND PLACE	3 RD PLACE	Championship
CASH REWARD	\$500	\$300	\$150	\$3,000

The contingency payout structure for the 2014 Targa Newfoundland competition will reward each class as follows:

PLACING	1 ST PLACE in Open Class	1 st PLACE in Targa Class	1 st PLACE in Grand Touring Class
CASH REWARD	\$3,000	\$3,000	\$3,000

For more information on the Contingency Award Program please contact MINIMotorsport@MINI.ca or contact Adam Shaver, Director, MINI Canada at 905-428-5950 or adam.shaver@mini.ca

**MINI CANADA MOTORSPORTS CONTINGENCY PROGRAM PAYOUT
TERMS AND CONDITIONS**

1. ELIGIBILITY:

To participate in the MINI Canada Motorsports Contingency Program Payout (the “**Program**”), you must be a legal resident of Canada over the age of majority in the jurisdiction in which you reside, and who:

- (i) Holds a licence from ASN Canada to compete in the 2014 Canadian Touring Car Championship (the “**Competition**”);
- (ii) Has successfully finished in a qualifying position (see Section 4 below) in any of the races in the Competition (each a “Qualifying Race”). For a full list of Qualifying Races, see www.touringcar.ca/schedule;
- (iii) Vehicle used in Competition must have “MINI.CA” prominently displayed in capital letters on both sides of the vehicle. MINI wings logo or “MINI.CA” must be prominently displayed on the front of the vehicle.
- (iv) A field of at least seven vehicles must be entered on any given weekend in the Touring Class. If less than seven, no money will be paid out regardless of podium finish.
- (v) If racing a MINI model year prior to 2007, contingency money paid to the driver (or team) will be 50% of the full amounts outlined in Section 4.
- (vi) Complies in all respects with these Terms and Conditions.

2. CONTINGENCY PAYOUT CLAIMS

ALL CLAIMS UNDER THE PROGRAM MUST BE RECEIVED WITHIN FOUR (4) WEEKS OF THE APPLICABLE QUALIFYING RACE TO BE ELIGIBLE. To qualify, email MINI Canada at MINIMotorsport@MINI.ca (the “**Program Email**”) with all of the following information:

- (i) Your full name, mailing address, telephone number and email address;
- (ii) Name, location, date and time of the Qualifying Race;
- (iii) The place you finished in the Race, including the URL to official results;
- (iv) The dollar amount being claimed (see Section 4 below);
- (v) The Vehicle Identification Number of the winning vehicle; and
- (vi) Photographs (under 100K) of team trailers, racecar(s) and any other significant racing equipment that references “MINI.CA”

Failure to provide proof of eligibility, to complete or provide MINI Canada any further documentation reasonably required by MINI Canada within the time provided may void any contingency payout claim.

Multiple Vehicles with Single Driver: Teams with multiple vehicles can claim more than one contingency payout per Qualifying Race. For example, if a team competes using three (3) MINIs with three (3) different drivers and finishes in first, second and third place, each driver is eligible to receive one contingency payout (for first, second and third place, respectively). The only points used in determining the year-end champion will be that of the sanctioning body of each series.

Multiple Drivers: Only one (1) driver per vehicle is eligible for receipt of a contingency payout. A team of multiple drivers in a single vehicle must assign one (1) representative who will be eligible to claim the contingency payout for the benefit of the team and will be responsible for distribution

of the payout among team members, as applicable. MINI Canada is not responsible for disputes between team members. For instance, if you have a team of six (6) drivers racing two (2) MINIs and they finish in first and second place, only the two (2) assigned representatives may claim their respective contingency payouts. If you have three (3) drivers racing one (1) vehicle and the team finishes in first place, only the one (1) assigned representative will be entitled to receive a contingency payout.

3. CONDITIONS

BY SUBMITTING A CLAIM, YOU AGREE TO BE BOUND BY THESE TERMS AND CONDITIONS AND THE DECISIONS OF MINI CANADA WHICH ARE FINAL AND BINDING IN ALL RESPECTS. EACH CLAIMANT FURTHER REPRESENTS AND WARRANTS THAT S/HE:

- (i) Is the holder of a current competition license as required by the Qualifying Race organizers and sanctioning bodies for participation in their respective Races;
- (ii) Participated in the Qualifying Race in a MINI vehicle with original MINI powertrain, and not a vehicle of any other make or origin merely enhanced by MINI parts;
- (iii) Was running at the finish and deemed in compliance with post event technical inspections; and
- (iv) Has fully complied with the "2014 Rules and Regulations" administered by the Canadian Touring Car Championship as available at www.touringcar.ca/competitor.

4. CONTINGENCY PAYOUTS

All claims are subject to review and verification. Sponsor will review and verify each Program Email and will notify each claimant by telephone and/or email within approximately five (5) business days of the results of such verification. Please check your e-mail and spam filters. Claimants submitting false claims may be disqualified from this and any future programs offered by MINI Canada.

The contingency payout structure will reward first, second- and third-place finishers in the respective class, as follows,

CTCC	Touring Class	B-Spec	
First	\$ 1,000	\$ 500	
Second	\$ 750	\$ 300	
Third	\$ 500	\$ 150	
Championship	\$ 5,000	\$ 3,000	
Targa Newfoundland	1st Place in Open Class	1st Place in Targa Class	1st Place in Grand Touring Class
	\$ 3,000	\$ 3,000	\$ 3,000

Contingency payouts will be delivered in the form of a cheque in the name of the claimant identified in the Program Email. Contingency payouts must be accepted as awarded and may not be substituted. Any other costs or expenses associated with acceptance of the contingency payout (including but not limited to taxes), will be the responsibility of recipients. Please allow approximately six (6) weeks to receive the contingency payout.

5. TRADEMARKS

With the exception of "MINI.CA", use of any MINI intellectual property including but not limited to trademarks or logos are not permitted without the express written consent of MINI Canada.

MINI Canada reserves the right to withhold awards payments to teams that do not support MINI brand standards and values deemed appropriate by MINI Canada. Cars, race suits, trailers and associated gear must not display any nude, obscene or offensive words, diagrams, drawings, images or abbreviated versions of the aforementioned or text or anything of a racist nature or purposely offensive messaging. Nor are any words or imagery deprecating the MINI or BMW brands allowed.

6. PERSONAL INFORMATION

MINI Canada and its authorized agents will collect, use, and disclose the personal information you for the purposes of administering this Program. By accepting a contingency payout, the recipient agrees to MINI Canada's use of his or her name, city/province of residence, picture, biographical information, statements, voice and likeness in any advertising and publicity MINI Canada may conduct relating to the Program in any media or format, whether now known or hereafter developed, including but not limited to the World Wide Web, at any time or times in perpetuity, without further compensation or notice. The recipient may be required to sign a release to this effect. For further information about Sponsor's privacy practices, please see Sponsor's Privacy Policy at: http://www.bmw.ca/ca/en/general/privacy_policy/content.html.

7. GENERAL:

All claims are subject to verification. Receipt of a contingency payment is contingent on fulfilling all the requirements set forth herein. MINI Canada's failure to enforce any of these Terms and Conditions shall not constitute a waiver of that provision. The invalidity or unenforceability of any provision of these Terms and Conditions shall not affect the validity or enforceability of any other provision. If any provision of these Terms and Conditions is determined to be invalid or otherwise unenforceable, then these Terms and Conditions shall be construed in accordance with their terms as if the invalid or unenforceable provision was not contained therein. Should a recipient make any false statement(s) to MINI Canada in claiming a contingency payout, he or she will be required to promptly return any amounts received to MINI Canada and will be disqualified from this and any future programs offered by MINI Canada.

Your participation in this Program is voluntary and as such, your participation constitutes an agreement to abide by these terms and conditions and to waive any and all rights of appeal. MINI reserves the right to terminate, suspend or modify this Program without prior notice at any time at MINI Canada's sole discretion.

BY PARTICIPATING IN THIS PROGRAM, ENTRANTS AGREE THAT MINI CANADA, ITS PARENT, RELATED AND AFFILIATED COMPANIES, AND EACH OF THEIR RESPECTIVE OFFICERS, DIRECTORS, EMPLOYEES AND AGENTS (COLLECTIVELY, THE "**RELEASEES**") HAVE NO LIABILITY WHATSOEVER FOR, AND SHALL BE HELD HARMLESS BY ENTRANTS AGAINST, ANY LIABILITY FOR ANY INJURIES, LOSSES OR DAMAGES OF ANY KIND (INCLUDING DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL OR PUNITIVE DAMAGES) TO PERSONS OR PROPERTY RESULTING FROM THEIR PARTICIPATION IN THIS PROGRAM OR ACCEPTANCE, USE OR MISUSE OF ANY AWARD PAYABLE UNDER THIS

PROGRAM. Some jurisdictions do not allow the exclusion or limitation of incidental or consequential damages, therefore such exclusions may not apply to you.

**MINI CANADA MOTORSPORTS CONTINGENCY PROGRAM PAYOUT REQUEST FORM
FOLLOWS ON NEXT PAGE.**

Please complete this application in full and forward via email to: MINIMotorsport@MINI.ca.

Date of Submission*:		
Name:		
Current Address:		
City:	Province:	Postal Code:
Telephone:	Email:	
Qualifying Race:		
Race Location:	Date of Qualifying Race:	
Confirmation of Qualifying Race Results (enter URL):	Placement:	No. of Racers:
Race Class:	Vehicle Identification No. (last seven digits):	

*(Date of Submission must be within four (4) weeks of Qualifying Race)

Circle Payout Request Below:

CTCC	Touring Class	B-Spec	
First	\$ 1,000	\$ 500	
Second	\$ 750	\$ 300	
Third	\$ 500	\$ 150	
Championship	\$ 5,000	\$ 3,000	
Targa Newfoundland	1st Place in Open Class	1st Place in Targa Class	1st Place in Grand Touring Class
	\$ 3,000	\$ 3,000	\$ 3,000

PLEASE NOTE: For first time award submissions or subsequent entries where the paint or appearance of the vehicle has changed or if using a different vehicle:

Please include at least two (2) to three (3) photographs of your vehicle with MINI.CA decals clearly visible. MINI.CA decals must be prominently displayed in CAPITAL letters on both sides of the vehicle, as well as centered on a visible front surface.

The parties hereto acknowledge that they have requested and are satisfied that this Agreement and all related documents be drawn up in the English language. Les parties aux présentes reconnaissent qu'elles ont exigées que la présente convention et tout document qu'en s'y rattache soient rédigées et exécutées en anglais et s'en déclarent satisfaites.

By submitting this form, you confirm that you have read and understood the Terms and Conditions of the Program and confirm that the information provided is a true and accurate statement of the facts to determine your eligibility for a contingency payout.

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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 30 MINI retailers represents the BMW Group across the country.

For more information, please contact:

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BMW Group Canada
905-428-5005 / frank.strebe@bmwgroup.ca