



Media Information
July 7, 2014

MINI Canada and Virgin Mobile put the pedal to the metal.

Members get the chance to win an unforgettable motoring experience.

Richmond Hill, ON. Today, MINI Canada announced a returning partnership with Virgin Mobile Canada that makes driving down the open road even better for one lucky Virgin Mobile Member. Sleek and sexy, a brand spankin' new MINI is now up for grabs. Until October 1, 2014, Canadians with Virgin Mobile service can enter for their chance to drive off in the new 2015 MINI. The winning Member will get to rock the New MINI for 365 days, enjoying jealous stares and more smiles per gallon than ever before.

"Last year, our Members couldn't wait to get behind the wheel of a MINI," said Joseph Ottorino, managing director, Virgin Mobile Canada. "The MINI Member Benefit was one of our most-popular experiences offered last year. We're excited to team up with MINI again, to give Members another chance to ride off in this must-have car. What has your phone done for you lately?"

This marks the second year MINI and Virgin Mobile have teamed up to give Members the chance to win a memorable joy ride. The experience is even more enticing this year because it features the New MINI. This car brings the same hallmark go-kart handling and driving excitement characteristic of the brand, but is bolstered by efficient Twin Power Turbo engines, new levels of comfort and interior refinement, and driver connectedness that only MINI can offer. The winner will get to take home this vehicular thriller and test out its cornering abilities that have wooed legendary drivers for decades.

"This MINI is now more than ever the benchmark for extreme driving fun," said Adam Shaver, director, MINI Canada. "The car is an icon, and whoever earns the right to drive it for a year will know that better than anyone by the end of the year. Scratch that. They'll know it immediately. The moment they sit in the driver's seat, they'll understand what the MINI experience is all about: handling, performance, and above all else, fun."

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
www.mini.ca

How does the contest work?

Virgin Mobile Members interested in driving off in the brand new MINI will need to navigate the following steps:

1. Head to the dedicated [MINI Member Benefit landing page](#).
2. Fill out the online form with their name, email address and mobile number.
3. A unique PIN code and URL will be sent via SMS to their Virgin Mobile phone.
4. Members will then head over to MINI.ca and input their code online on the dedicated page.
5. Hit enter now and wait! The winner will be contacted once the contest closes.

The winning Member must follow and meet all applicable driving requirements in their province or territory of residence, and the terms of agreement for the vehicle to claim the prize. For more info about the prize and full contest details, head to the [MINI Member Benefit page online](#).

Ready to soar down the open road? Head to www.virginmobile.ca/benefits to start hooking up on amazing Member Benefits.

About Virgin Mobile Canada

At Virgin Mobile, you're not a customer, you're a Member and "Members Get" exclusive deals from awesome brands, a shot at VIP access and one-of-a-kind experiences to events in Canada and around the world. That's on top of super-hot smartphones on ridiculously-fast LTE speeds and plans with loads of extras built right in! Virgin Mobile Members and Canadians can do some good in their local communities by helping empower at-risk and homeless youth in Canada with [Virgin Mobile RE*Generation Movement](#).

Wanna hook up? There are loads of ways, head [online](#) or call 1-888-999-2321 to get in the know. Get personal with Virgin Mobile Canada on [Facebook](#), [Twitter](#), [Instagram](#) or [Pinterest](#).

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

MINI Canada

Corporate Communications

BMW and MINI automobiles, as well as retail financing for new and pre-owned BMW Motorcycles. A total network of 45 BMW automobile retail centres, 20 BMW motorcycle retailers, and 30 MINI retailers represents the BMW Group across the country.

-30-

For more information, please contact:

Barb Pitblado, Director, Corporate Communications
BMW Group Canada
416-305-1709 / barb.pitblado@bmwgroup.ca

Sheryl Davey, Associate Director, PR and Social Media
Virgin Mobile Canada
416-607-8412 / sheryl.davey@virginmobile.ca