



Media Information
May 11, 2015

MINI Canada continues to support the Legacy of Motorsports

For the fourth year in a row, MINI Canada offers the Contingency Award Program to MINI Competitors in the Canadian Touring Car Championship and Targa Newfoundland.

Richmond Hill. MINI Canada has once again announced that it will be supporting motorsports by continuing with the Contingency Award Programs. Honouring MINI's strong rally history, the incentive program offers Canadians who race a MINI in the Canadian Touring Car Championship (CTCC) and the 2015 Targa Newfoundland the opportunity to be rewarded for their commitment to domestic motorsports. Each year from 2009 to 2014, 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 2013. In 2014 it was a notable year for Canadian talent, as Michel Sallenbach was crowned Canadian Touring Car Champion in the Touring Class in his MINI Coupé, and the Hume/MacMullen team finished on top of the Grand Touring podium with their MINI GP at Targa Newfoundland.

For the CTCC, MINI Canada will pay contingency awards for 1st, 2nd and 3rd place finishes in the Touring and Super classes, while also rewarding championship titles.

"MINI is a fan favourite in CTCC. The cars and drivers are always competitive and fun to watch. It will be thrilling to see them try to repeat another CTCC championship," stated John Bondar, President of CTCC. "We are grateful for the support that MINI Canada provides through this wonderful contingency program."

For Targa Newfoundland, MINI Canada will have a contingency payout structure designed to reward a first place finish in the Open, Targa, and Grand Touring classes.

"Motorsports is an important pillar for MINI. The history of the brand, and its continued success in modern day competitions such as the Dakar Rally are indicative of the performance oriented products we pride ourselves on. The Contingency Award Program encourages and rewards the skilled drivers of the CTCC and Targa Newfoundland to take to the track in one of our exciting vehicles," said Adam Shaver, Director of MINI Canada.

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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 |

The contingency payout structure for the Super 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 |

The contingency payout structure for the 2015 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, including Terms and Conditions and Submission Application form, please contact MINIMotorsport@MINI.ca or contact Adam Shaver, Director, MINI Canada at 905-428-5950 or adam.shaver@mini.ca

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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 45 BMW automobile retail centres, 21 BMW motorcycle retailers, and 30 MINI retailers represents the BMW Group across the country.

For more information, please contact:

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