

Media Information

August 26th 2015

MINI Invasion 2015 hits Ottawa.

Canadian MINI owners occupy nation's capital for biggest Invasion yet.

Richmond Hill, ON. MINI Invasion 2015 is now part of motoring history, and what an exciting trek it was for all the MINI owners who participated. Hundreds of MINIs that assembled in two main convoys – departing from Montreal and Toronto – roared into the nation's capital on Saturday, August 22nd, after completing a day-long rally that spanned six cities and two provinces.

The third iteration of this event, MINI Invasion 2015 attracted a record-breaking 303 MINIs and 640 people from across Canada, including two customers who drove their MINIs from as far afield as Riverport, Nova Scotia and Kensington, Prince Edward Island – a distance of 1,533 km and 1,319 km respectively. This was Canada's largest Invasion to date; a testament to the fact that MINI fans in the Great White North are among the most passionate MINI owners in the world.

“MINI Invasion is becoming a highly-anticipated event for legions of avid MINI enthusiasts,” said Adam Shaver, director, MINI Canada. “It is a unique way for us to show thanks to our customers. The success of this program is a direct reflection of the strength and pride of the MINI community in Canada. It is pretty amazing to see so many fans come together to celebrate the brand and share in the spirit of the MINI community. It's truly a proud moment.”

Throughout the Invasion, MINI owners were treated to a variety of events, from kick-offs to one-of-a-kind pit-stops, and an exclusive evening celebration. In true MINI fashion, loyal owners and enthusiasts were recognized for their dedication to the brand; awards were handed out for the furthest-traveled, heritage, and best-in-show MINIs.

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From Ontario to Nova Scotia and everywhere in between, the trip allowed MINI owners to build lasting relationships with their community and the entire MINI Canada team. #MINIINVASION2015 will truly go down in history as a once-in-a-lifetime motoring experience.

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

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