



Media Information
May 26, 2016

BMW Canada offers Canadians an Olympic experience.

Helping drive Canadian athletes to the podium.

Richmond Hill, ON. As part of its ongoing support of the Canadian Olympic Team, BMW Canada is launching Drive For Team Canada, a test-drive initiative offering Canadians the chance to show their Canadian pride and athlete support leading into the Rio 2016 Olympic Games. Registration for these events is now open at www.driveforteamcanada.ca.

Drive For Team Canada events will be hosted at BMW retailers across Canada from May 26th to June 30th. Event participants will have the opportunity to meet Canadian Olympic heroes and hopefuls, raise funds for Canadian athletes, and experience the performance of BMW first-hand by getting behind the wheel. BMW Canada will donate ten dollars for each test drive completed to the Canadian Olympic Foundation. With 40 retailers participating from coast-to-coast, BMW hopes to raise thousands of dollars in support of Canadian athletes.

“At BMW, we are driven by passion and performance,” said Kevin Marcotte, marketing director, BMW Canada. “We believe these events are a great way to get Canadians warmed up for the upcoming summer Olympics, and to help Canadians show support for our athletes heading into the Olympic Games. Meeting an Olympian is a tremendous experience; their passion, energy and determination are tangible and inspiring. We’re proud to be able to offer that kind of memorable event for Canadians, and at the same time to introduce them to our all-new BMW X1, and the rest of our powerful line-up.”

BMW Group Canada announced its partnership with the Canadian Olympic Team in January, 2013. As National Partner and Official Vehicle of the Canadian Olympic Team, the company and its retailers have since provided athlete support and generated funds that go towards specialized programs, sports medicine, and coaching and travel, among other items.

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“BMW has always created unique and engaging programs in support of the Canadian Olympic Team,” said Chris Overholt, CEO, Canadian Olympic Committee. “With high-performance a focus for both of our organizations, we know the energy that will go into bringing these Drive For Team



Canada events to life. Athletes are excited to participate, and to meet the people who will be cheering them on in August.”

BMW Group Canada is a proud partner of the Canadian Olympic Team. Information about the partnership can be found here:

http://www.bmw.ca/en/topics/experience/Partnerships/Canadian_Olympic_Team.html,

while information about Drive For Team Canada events and how to participate can be found here: www.driveforteamcanada.ca.

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 47 BMW automobile retail centres, 20 BMW motorcycle retailers, and 30 MINI retailers represents the BMW Group across the country.

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