



Media Information

July 28, 2016

BMW Group Canada partners with Canada Running Series.

BMW is the Official Vehicle of 27th edition of the Scotiabank Toronto Waterfront Marathon, Half-Marathon and 5k.

Richmond Hill, ON. BMW Group Canada is delighted to announce a partnership with Canada Running Series as the Official Vehicle of the 27th edition of the Scotiabank Toronto Waterfront Marathon, Half-Marathon and 5k.

“Our partnership with the Canada Running Series is part of a global movement towards running that will provide BMW with a unique opportunity for new customers to experience our BMW i electric vehicles,” said Marianne MacNeil, manager, event marketing for BMW Canada. “To further support our investment in the Scotiabank Toronto Waterfront Marathon, we are hosting a series of training events at BMW i Retailers in the Greater Toronto Area through August and September, followed by a test drive experience at the Running, Health & Fitness Expo during race weekend in October.”

The training event dates are outlined below, with route details to be posted to www.STWM.ca in the coming weeks. All events are scheduled to begin at 6:30pm.

August 11th – Policar BMW

August 25th – BMW Toronto

September 1st – Town & Country BMW

September 15th – Budds’ BMW Oakville

BMW is celebrating its 100th anniversary in 2016, and has a long history of supporting global endurance sporting events including the BMW Berlin Marathon and Tokyo Marathon – both World Marathon Majors – along with the Frankfurt, Munich, Vancouver and BMW Dallas Marathons.

“We are thrilled to have such an outstanding global brand as BMW as a partner for Scotiabank Toronto Waterfront Marathon,” said Alan Brookes, Race Director and President of Canada Running Series. “We share a passionate commitment to excellence, community and sustainability, and we look forward to sharing the road to success with the entire team at BMW Canada.”

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An IAAF Gold Label race, the Scotiabank Toronto Waterfront Marathon (STWM) is Canada's premier, big-city running event and the Grand Finale of the eight-race Canada Running Series. More than 26,000 runners from over 60 countries will participate in the 27th edition of the event on October 16th, which also serves as the Athletics Canada National Marathon Championship.

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About the Scotiabank Toronto Waterfront Marathon

An IAAF Gold Label race, the Scotiabank Toronto Waterfront Marathon is Canada's premier, big-city running event, the National Marathon Championships, and the Grand Finale of the 8-race Canada Running Series. In 2015 it attracted more than 26,000 participants from 63 countries, raised \$3.5 million for 173 charities through the Scotiabank Charity Challenge, and contributed an estimated \$35 million to the local economy. The livestream broadcast regularly attracts viewers from over 100 countries, and in 2015 the event also hosted the international Bridge The Gap movement of running crews. www.STWM.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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