



Media Information  
December 6, 2016

### **The inimitable BMW M2 earns AJAC's Premium Sports Performance Car award. Canadian automobile journalists laud the newest member of the BMW M family.**

**Richmond Hill, ON.** The Automobile Journalists Associate of Canada (AJAC) today named the BMW M2 the Best New Premium Sports Performance Car. After testing the vehicle's mettle against its competitors, the organization determined that the six-cylinder powerhouse reigned supreme. Among the evaluation criteria were performance traits such as throttle response and engine and transmission performance, as well as vehicle dynamics attributes such as steering, handling and braking. Acceleration and many other objective data points were also captured, with the results placing the BMW M2 at the top of the pack.

With more torque than the previous generation BMW M3, the BMW M2 has taken the world by storm since its launch. The 6-cylinder under the hood is in keeping with the finest M tradition, ensuring unbeatable driving dynamics on the race track with exceptional power delivery, as well as BMW's signature, outstanding driving behavior thanks to rear-wheel drive agility and a lightweight aluminum M Sport suspension. The 2017 BMW M2 starts at \$63,000.

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

BMW Canada Inc.  
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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](http://www.bmw.ca)  
[www.mini.ca](http://www.mini.ca)



**For more information, please contact:**

Marc Belcourt, Director, Corporate Communications  
BMW Group Canada  
905-428-5078 / [marc.belcourt@bmwgroup.ca](mailto:marc.belcourt@bmwgroup.ca)

Rob Dexter, Product and Technology Specialist  
BMW Group Canada  
905-428-5447 / [robert.dexter@bmwgroup.ca](mailto:robert.dexter@bmwgroup.ca)