

**Media Information**

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BMW 7 Series adds luxury to the passenger experience.

Global Alliance Worldwide Chauffeured Services Ltd. upgrades its fleet with six BMW 7 Series.

Richmond Hill, ON. Global Alliance Worldwide Chauffeured Services Ltd. is adding six BMW 7 Series units to the luxury sedan segment of its fleet, greatly increasing the luxury driving experience it is able to offer its clients. The transportation management company is updating its fleet with the new 7 Series vehicles, including three 750Li xDrive and three 740Le xDrive plug-in hybrids.

“One of our goals at Global Alliance is to consistently offer the most current fleet and up-to-date technologies in order to provide maximum value and a modern experience to our clients,” stated Joe Ironi, President, Global Alliance Worldwide Chauffeured Services Ltd. “We believe the addition of the BMW 750Li and 740Le sedans not only meet that goal, but continue to set us apart as an industry leader.”

The inclusion of the BMW 740Le model marks a shift in the transportation industry’s focus to environmentally-friendly options. The iPerformance model combines the latest generation four-cylinder combustion engine with BMW TwinPower Turbo Technology and an electric motor, creating low fuel consumption and zero emissions at the driver’s command.

“The BMW 7 Series sets the standard for innovation in design and technology,” says Bruce Caton, National Manager, Corporate, Direct and Special Sales, BMW Group Canada. “Having BMW 740Le iPerformance models in the fleet combines top level driving pleasure and long-distance comfort with the option of all-electric, emission-free mobility.”

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The BMW 7 Series is the Group's flagship model. With its lightweight design, spacious and elegant interior, and industry-first innovations including Gesture Control: the ability to operate certain functions by means of defined hand movements, the BMW 7 Series sets the highest benchmark in terms of driving refinement, luxury and safety in the premium class.

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About Global Alliance Worldwide Chauffered Services Ltd.

Global Alliance Chauffered Services Ltd. is a complete ground transportation management provider with over 20 years of award winning experience. Their expertise is coordinating and managing profile events and corporate occasions both locally and internationally. They are one of the two largest executive transportation providers in Toronto, and are recognized internationally as a leader in the ground transportation industry.

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.

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