



### Media Information

July 4, 2017

#### **BMW Canada celebrates BMW M from coast to coast.**

M Power Tour offers auto enthusiasts the ultimate adrenaline rush.

**Richmond Hill, ON.** Starting August 2017, BMW Canada will host the M Power Tour, a series of full-day events where attendees will experience the BMW M fleet the way it was meant to be driven: on the track. Enthusiasts will gain access to the most-powerful line-up of sports cars, and the opportunity to participate in this exclusive BMW M event offered at three locations across the country. Events will take place in Bowmanville, Ont., Mont Tremblant, Que., and Duncan, B.C. in August and September.

The M Power Tour full-day experience involves an in-class overview of M product highlights, and on-track driving exercises led by world-class BMW driving instructors. Attendees will learn high-performance track techniques including cornering, lapping on the track, skid pad exercises and will finish the day with thrilling instructor hot laps. BMW M models available for driving will be the BMW M2, M3, M4, M6 Gran Coupe, X5M and X6M.

The Quebec and British Columbia experiences also include a luxurious overnight program. In Quebec participants will be hosted at the five-star Fairmont Tremblant Hotel, nestled in the heart of the scenic Mont-Tremblant village, just minutes from the circuit. In British Columbia, the experience includes an overnight at the exclusive Villa Eyrie Resort. Perched atop Vancouver Islands' Malahat Summit, the resort is a mountainside retreat, 1,880 feet in the sky.

M Power Tour is open to drivers aged 21 and over with full-class licences. With only 30 participants per day, spots for this exclusive track event are limited. To learn more and to sign up for BMW M Power Tour, visit [www.bmw.ca/mpowertour](http://www.bmw.ca/mpowertour).

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#### Dates and locations for M Power Tour:

- Canadian Tire Motorsport Park, Bowmanville, Ontario: August 15<sup>th</sup>, 16<sup>th</sup> and 17<sup>th</sup>.
- Circuit Mont-Tremblant, Mont Tremblant, Quebec: September 8<sup>th</sup>, 9<sup>th</sup> and 10<sup>th</sup>.
- Vancouver Island Motorsport Circuit, Duncan, British Columbia: September 29<sup>th</sup>, 30<sup>th</sup> and October 1<sup>st</sup>.



### **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.

### **For more information, please contact:**

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