



Media Information

August 30, 2017

BMW increases production of award-winning M2 for Canada.

Demand for the spectacular BMW M2 secures additional allocation for performance-loving Canadians.

Richmond Hill, ON. Canada will see an increase of BMW M2 production in response to strong demand for high-performance vehicles. As one of the top BMW M markets in the world, BMW Canada has secured additional M2 volume of 10 per cent to satisfy enthusiasts across the country. This represents an addition of 50 units to the originally planned volume.

“As a percentage of total sales, Canada is the second-largest BMW M market in the world,” says Kevin Marcotte, national manager for BMW M. “The BMW M2 started generating excitement when it was only rumoured to be going into production. It has more than lived up to the anticipation since its first test drive, so to support our M2 fans, we requested additional vehicles.”

The BMW M2 was named 2017 Best New Premium Sports Performance Car after rigorous testing at the Automobile Journalists Association of Canada’s Testfest in October of 2016. It was subsequently nominated as a finalist for the overall 2017 Canadian Car of the Year award, and has earned additional awards around the world, as well.

Equipped with a race-bred 3.0-litre turbocharged six-cylinder engine with direct injection, variable camshaft timing and variable valve lift control, and an output of 365 horsepower and 369 lb-ft of torque, the M2 is capable of 0-100 km/h sprints in just 4.3 seconds. Nürburgring-tested high-performance compound brakes, lightweight suspension components, perfectly balanced weight distribution and fully variable differential control all contribute to benchmark-setting agility, directional stability and controllability at the limit, providing the M2 with perfect composure both on the track and in everyday driving. Furthermore, it offers No-Charge Scheduled Maintenance* to ensure each M2 remains in peak condition for the ultimate driving experience.

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Additional BMW M2 units have already begun to arrive on Canadian shores. “The increase in supply is expected to match the continued strong demand for the latest BMW M Car,” Marcotte continued. “If you’re looking for a vehicle to put a smile on your face every time you drive it, you need an M2 in your driveway.”

*No-Charge Scheduled Maintenance applies for the first 4 years or 80,000 km, whichever occurs first.

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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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