



Media Information  
October 16<sup>th</sup>, 2017

**BMW Luxury Excellence Pavilion premieres in Toronto.**  
**Temporary pavilion to showcase BMW's focus on luxury.**

**Richmond Hill, ON.** From October 16th to 29th in the heart of the financial district, Toronto will host the BMW Luxury Excellence Pavilion. The temporary venue showcases the BMW brand's extensive expertise in contemporary luxury, innovative technologies, high-quality design and fine craftsmanship in a unique showroom that brings the experience to life for customers.

After its debut in Berlin in February and a visit to Cinquale di Montignoso, Italy in July, the Pavilion makes its only North American stop in Toronto this month before moving on to other locations around the world.

"For these people, life is all about making the best possible use of the time available to them," said Hildegard Wortmann, Senior Vice President Brand BMW. "Their motto is 'to own the moment' – i.e. to max out every snap-shot of time with meaningful and beautiful things."

And that is exactly what the Luxury Excellence Pavilion intends to offer visitors during its stay in Toronto.

On the one hand, the pavilion will feature the North American premiere of the BMW Concept X7 iPerformance. The vehicle is a new model concept for the luxury segment, and introduces a whole new take on luxury for the BMW brand. The six-person concept features high-class materials and a state-of-the-art infotainment system brimming with connectivity. It is a look ahead to the future production model set to make its debut in 2018.

On the other hand, the pavilion will also be home to exclusive evening events hosted by like-minded brands such as Isabella Briatico, Montblanc, Pearl Morissette, Scarpe Di Bianco and more. Additionally, Torontonians can visit the pavilion during the day, test drive a fleet of BMW products, and enjoy the all-new BMW M5, BMW M760, BMW i8 and other models that will be on display.

Over the course of its two-week stay in Toronto, the BMW Luxury Excellence Pavilion, set up in the courtyard of the Bay Adelaide Centre, will celebrate the BMW brand's modern understanding of luxury. The temporary venue, built in the classical modern style, fits perfectly into the expansive landscape of Toronto's financial district, the floating geometry of its architecture resonating with a timeless elegance and engagingly cosmopolitan design.

The BMW Luxury Excellence Pavilion will be located at 333 Bay Street from October 16<sup>th</sup> to 29<sup>th</sup>. To book a test drive, discover the available vehicles, and learn the pavilion's hours of operation, please visit <http://www.bmw pavilion.ca>.



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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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