



## Media Information

### **MINI invades Montreal.**

**MINI fans flock to Montreal to celebrate the iconic brand and its 15<sup>th</sup> anniversary in Canada.**

**Richmond Hill, ON.** MINI is a brand renowned for never needing a reason to throw a party and celebrate. But with a huge and passionate fan base and an anniversary for 15 years of doing business in this country, MINI Canada decided it was a good time to bring the community together. So on October 14<sup>th</sup>, MINI and its customers took to the streets and rallied en masse to Montreal to celebrate this iconic brand.

The event marks the fourth iteration of MINI Invasion, an occasion where customer and fans gather together to celebrate all things MINI – the cars, the brand, and everything it stands for. The inaugural event took place in 2010 in Toronto. Since then, MINI fans have also “Stormed the Fort” in Niagara-on-the-Lake in 2014, and “Headed for the Hill” in Ottawa in 2015.

The 2017 event kicked off at various rally points across Ontario and Quebec, though some vehicles came from as far as Boston, Cleveland, Prince Edward Island and Nova Scotia. MINI fans then rallied to Circuit ICAR for a parade lap on the track and a show-and-shine with the rest of their MINI family. Attendees could see what a MINI is truly capable of by taking a drive around the track with Alain Lauziere of the Canadian Touring Car Championship. They could also see which MINI won the MINI Invasion Design Competition, a contest which challenged MINI retailers to create the ultimate custom MINI using original MINI parts, accessories and unique customizations. After the votes were tallied, a 2017 MINI Cooper S 3 door from MINI Markham earned the title “Best Dressed MINI.” Boasting a Volcanic Orange and Carbon Fibre exterior, a Carbon Black Leatherette interior, a JCW ProSport Brake Retrofit Kit and a 17-inch Track Spoke Wheel Set, it was a great example of the inherent spirit associated with MINI vehicles and the MINI community.

The day concluded with an exclusive party at Arsenal in the heart of Montreal. Featuring great food, live entertainment, a caricaturist, and various prizes, MINI fans from six to sixty celebrated well into the evening. In total, 324 MINIs and 593 people participated in the weekend’s festivities.

“This was an amazing celebration,” said Andrew Scott, director, MINI Canada. “MINI Invasion confirmed what I’ve known all along: That MINI has some of the most passionate and dedicated fans in the industry. We consider ourselves extremely lucky to have such a strong community, and were absolutely thrilled to celebrate this incredible brand with them.”

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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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