



## Media Information

November 22, 2017

### **Park Shore BMW Wins Green Star Dealer Award.**

Park Shore BMW recognized by the New Car Dealers Association of BC for leading sales of clean energy vehicles in 2016.

**Richmond Hill, ON.** Park Shore BMW has been awarded the Green Star Dealer Award for 2016 by The Clean Energy Vehicle Point-of-Sale Purchase Incentive Program (CEVforBC™) and its program administrator, the NCDA of British Columbia. The Green Star Dealer Award recognizes dealerships who are leaders in the sales of battery electric and plug-in hybrid electric vehicles. In total, Park Shore BMW sold 41 plug-in hybrid electric vehicles in 2016 to win the distinction.

“We are very proud of Park Shore BMW,” said Ryan Puskas, Director, Sales Channel Development and Customer Orientation, BMW Group Canada. “At BMW, we believe one of the driving forces of future mobility is electrification. In fact, it is a key element of our corporate strategy, NUMBER ONE > NEXT. We are pleased to offer customers the largest selection of premium pure electric or plug-in hybrid vehicles available today.”

Proposed to help reduce greenhouse gas emissions, the CEVforBC™ is an incentive program that provides discounts to purchase clean energy vehicles. All BMW i retailers are high-voltage certified to sell and service iPerformance vehicles, which continues to push BMW’s readiness for e-mobility today.

“We are truly honoured to be receiving this award,” said James Duess, Owner and General Manager of Park Shore BMW. “Our dealership is filled with good, hardworking people who deserve the recognition.”

The Green Star Dealer Award was presented at the annual BC Auto Industry Conference in Whistler on October 16<sup>th</sup>.

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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.

**For more information, please contact:**

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