



Media Information

December 11th, 2017

Last MINI Gifting.

Let MINI Canada and Drake General Store Deliver the Holidays Right to Your Door.

Richmond Hill, ON. MINI Canada is teaming up with Drake General Store this holiday season to deliver last minute holiday gifts from December 18th to the 22nd. During this time, select specialty gifts will be made available online at Drake General Store with free premium same-day delivery, courtesy of MINI Canada. The Last MINI-Gifting service will spotlight two fully-loaded models, the 2018 MINI John Cooper Works Countryman ALL4 and the 2018 MINI Cooper Countryman ALL4, featuring sound systems from Harman Kardon, MINI Connected XL technology and MINI Head-Up Display.

This Toronto area holiday service was preceded by a MINI takeover of Drake General Store on December 9th, marking the first time Drake General Store has allowed an automotive brand to perform a takeover of one of their properties. Additionally, MINI Canada and Drake General Store have created special-edition winter apparel that will be offered for the 2017 winter season exclusively at MINI retailers and at MINI.ca.

“We’re very excited to be partnering with Drake General Store,” said Andrew Scott, director, MINI Canada. “MINI customers are passionate and one-of-a-kind. This is the same atmosphere and aesthetic you find at Drake General Store, making this the perfect place to showcase the MINI brand.”

MINI Canada is not only spreading holiday cheer with the Last MINI Gifting service, it is also celebrating its 15th anniversary in Canada. Working with Drake General Store is a perfect tie into the brand’s Canadian roots as the Drake shopping experience is always enshrined in Canadiana.

“We’ve all been there: frantically shopping at the last minute, not knowing what to buy for that special someone,” said Kate Chippindale, Senior Manager, Marketing and Business Development, Drake General Store. “With a little bit of everything and something for

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everyone, we have the perfect gifting solution for you. And MINI will deliver it to your door, same-day free of charge.”

Select specialty gifts will be available on a daily basis to be ordered.

For more information and updates regarding Last-MINI Gifting, please visit www.drakegeneralstore.ca/lastminigifting.

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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 49 BMW automobile retail centres, 21 BMW motorcycle retailers, and 30 MINI retailers represents the BMW Group across the country.

For more information, please contact:

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