

**Media Information**

January 18, 2018

**BMW Group Leads the Charge at the Montreal International Auto Show.**

Touting four Canadian launches and showcasing its plug-in line-up, BMW makes a big statement in Montreal about the future of mobility in Canada.

**Richmond Hill, ON.** After delivering on its promise to deliver 100,000 electrified vehicles to customers around the world in 2017, the BMW Group demonstrated its leadership in the field at press day of the 2018 Montreal International Auto Show. Highlighting five electrified vehicles in both the BMW and MINI brands' fleets, it was clear that the BMW Group is sticking to its electric commitment under its NUMBER ONE>NEXT corporate strategy. The BMW 530e, BMW X5 40e, BMW i3s REX, BMW i8 Coupe and the MINI Cooper S E Countryman ALL4 were all featured today, while the BMW 330e, BMW 740Le, BMW i3 and all-new BMW i8 Roadster were not on the show floor due to the number of other models being unveiled.

BMW also boasted **four Canadian premieres** at the Montreal show: the BMW M5, X2, X3 and 6 Series Gran Turismo. Through Strategy NUMBER ONE>NEXT, 40 new or revised models will be unveiled in 24 months, and the models showcased at the Montreal International Auto Show form part of that product offensive.

The sixth generation [\*\*BMW M5\*\*](#) is the quickest, most technologically advanced vehicle to date. Its 1 to 100 km/h time is a lightning-quick 3.4 seconds; 0 to 200 km/h is achieved in just 11.1 seconds. Featuring a 4.4-litre V8 engine with M TwinPower Turbo technology, the high-revving power unit in the all-new BMW M5 has received a thorough overhaul and delivers its exceptional output of 600 hp (+40 hp) at 5,700 – 6,600 rpm, while the tremendous peak torque of 553 lb-ft is on tap from just 1,800 rpm and remains constant all the way up to 5,700 rpm. It is the pinnacle of performance and delivers the ultimate driving experience.

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In an effort to combine individuality, unique design and driving pleasure, the [BMW X2](#) is the newest addition to the BMW X family. The newest Sports Activity Coupe features an uncompromising nature, undeniable style and an invigoratingly fresh feel. Many of the design details emphasize the BMW X2's stand-alone attitude while simultaneously and unequivocally signaling its membership in the X family. The iconic BMW kidney grille is just one example, turning the familiar trapezoidal shape on its head and instead widening from top to bottom. This is the first time this design detail has seen the light of day on a modern BMW.

In 2003, the BMW X3 was the car that launched the premium compact SAV (Sports Activity Vehicle) segment. Now, the all-new [BMW X3](#) is set to write the next chapter in this success story with a more striking, dynamic design language, powerful yet efficient drive systems and a luxurious appeal. Like all members of the successful X family, it blends standout-driving qualities on any terrain with unrestricted everyday usability. Featuring the latest examples of BMW's safety and automated driving features, the new 2018 BMW X3 promises to be the best yet. And to top it off, the X3 line-up will offer an M Performance edition for the first time ever: the BMW X3 M40i.

BMW will also feature the [BMW 6 Series Gran Turismo](#) at the Montreal International Auto Show. At once an opulent sedan and a thrilling coupe, this new model offers sumptuous luxury and world-renowned BMW driving dynamics, making it the perfect vehicle for long-distance road trips. Functionality, superior driving dynamics and a stunning aesthetic make this model a show stopper.

BMW will also use the Montreal auto show to put the spotlight on several of its innovative features in the realm of vehicle autonomy, such as industry-first Gesture Control, which enables the driver to perform certain vehicle functions with simple hand movements, and Remote Control Parking, which allows the driver to move the vehicle into or out of tight parking spaces from outside of the car. In-car connectivity features such as WiFi Hotspot Integration and the BMW App will also be highlighted.



Canada

**Corporate Communications**



### **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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