

**Media Information**

February 15, 2018

**BMW Continues Product Onslaught at Canadian International Auto Show.**

After unveiling four models at the Montreal International Auto Show, BMW Group Canada forges ahead with three Canadian launches in Toronto.

**Richmond Hill, ON.** Boasting **three Canadian premieres**, the BMW M4 CS, BMW i8 Roadster and MINI Electric Concept, BMW Group Canada demonstrated they have the ability to meet customer demand in every segment at the Canadian International Auto Show. Through Strategy NUMBER ONE>NEXT, 40 new or revised models will be unveiled in 24 months, and the models showcased at the Canadian International Auto Show form an integral part of that product offensive.

“That’s the biggest model offensive in our company’s history,” said Hans Blesse, president and CEO of BMW Group Canada. “The result? The BMW Group will have the youngest, most-sought after fleet of premium vehicles available in Canada.”

The limited-run, special-edition [BMW M4 CS](#) focuses on BMW’s commitment to driving performance and continues the decades-long tradition of successful M special editions which began in 1988. The M4 CS also sees BMW M GmbH introducing a new nomenclature for its models. Positioned above the standard M models will be the performance-boosted Competition versions. Then come the CS special-edition models, a notch higher still. The 3-litre, M TwinPower Turbo inline-six engine allows the M4 CS to dip below the four-second mark for the 0 to 100 km/h sprint, stopping the clock at just 3.9 seconds. Canada, one of the largest BMW M markets in the world, will receive 90 units this year.

BMW Canada Inc.  
a BMW Group Company

BMW Canada Inc.  
une compagnie  
du BMW Group

Head Office/  
Siège social  
50 Ultimate Drive  
Richmond Hill, Ontario  
Canada  
L4S 0C8

Telephone/  
Téléphone  
(905) 683-1200

Internet  
[www.bmw.ca](http://www.bmw.ca)  
[www.mini.ca](http://www.mini.ca)

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Since 2014, the BMW i8 has represented the sports car of the future. The all-new [BMW i8 Roadster](#) now joins the family to offer pure, open air e-mobility. An innovative expression of freedom, the uncompromisingly sporty two-seater features a fully-electric roof that opens in just 16 seconds. Optimized BMW eDrive technology adds 12 horsepower over the original i8, and a refined, high-voltage battery offers increased capacity and range. This means the i8 Roadster has 369 horsepower instantly available to be unleashed, allowing it to sprint from 0 to 100 in just 4.6 seconds.

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Another highlight at the Canadian International Auto Show was the unveiling of the MINI Electric Concept. This concept vehicle is the precursor to emission-free mobility, MINI-style. The MINI Electric Concept epitomizes a distinctive form of electro-mobility which will soon be experienced in every day driving; the BMW Group has already announced the development of a purely electric MINI.

MINI began its electric journey back in 2009 with the MINI E. Over 16 million kilometres on pure, 100 per cent electric power proved that MINI and electrification are a perfect match. In 2017, the brand introduced the MINI Cooper S E Countryman Hybrid, MINI's first plug-in model. In 2019, the brand will put a fully-electric MINI on the road. The MINI Electric Concept is a sneak peak of what to expect.

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BMW also used the Canadian International Auto Show to put the spotlight on several of its innovative features, such as industry-first Gesture Control, which enables the driver to perform certain vehicle functions with simple hand movements. Remote Control Parking, which allows the driver to move the vehicle into or out of tight parking spaces from outside of the car, was also



showcased. Active Cruise Control and Lane Keep Assist were also demonstrated, features that put the spotlight on BMW's innovations in the realm of autonomous driving.

From BMW M to BMW i to MINI, the vehicles unveiled by BMW Group Canada at the Canadian International Auto Show underscore the passion and innovation behind the company's Strategy Number One>NEXT. Stay tuned as the product offensive continues.

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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:**

Barb Pitblado, Manager, Corporate Communications  
BMW Group Canada  
905-428-5005 / [barb.pitblado@bmwgroup.ca](mailto:barb.pitblado@bmwgroup.ca)

Rob Dexter, Product and Technology Specialist  
BMW Group Canada  
905-428-5447 / [robert.dexter@bmwgroup.ca](mailto:robert.dexter@bmwgroup.ca)