

Media Information

March 28, 2018

BMW presents North American and Canadian unveilings at Vancouver International Auto Show.

Product offensive continues in support of Strategy NUMBER ONE>NEXT with the new BMW X4 and limited-run BMW M5 First Edition.

Richmond Hill, ON. In support of Strategy NUMBER ONE>NEXT, which was announced last year and outlined that 40 new or revised models would be unveiled in 24 months, BMW Group Canada unveiled two feature vehicles at the Vancouver International Auto Show today. The new 2019 BMW X4 enjoyed a North American unveiling at the show, while the exclusive BMW M5 First Edition was presented for the first time in Canada.

“This is the biggest model offensive in our company’s 100 year history,” stated Michael Ferreira, director, national sales, BMW Group Canada. “The result? The BMW Group will have the youngest, most sought-after fleet of premium vehicles available in Canada.”

When BMW introduced the X6, it created a new segment: The Sports Activity Coupe. Shortly thereafter, the innovative premium brand introduced the BMW X4, the second Sports Activity Coupe in the BMW line-up. The second generation of that model – the new, **2019 BMW X4** – was unveiled for the first time in North America at the Vancouver International Auto Show. Even more clearly than before, the BMW X4 plays the role of the expressive athlete within the BMW X model range. More dynamic and with a more muscular presence, the 2019 BMW X4 is an emotional vehicle with a modern design that combines the self-confident appearance of a BMW Sports Activity Vehicle with the sporty elegance of a BMW coupe. The new X4 goes on sale in the summer of 2018.

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BMW Group Canada presents the North American unveiling of the 2019 BMW X4 at the Vancouver International Auto Show. (04/2018)

The BMW M5 has been regarded as the quintessential high-performance sports sedan since its initial launch in 1984. The 2018 BMW M5 marks the debut of the first-ever M-specific all-wheel drive system, M xDrive. This system allows the M5 to reach new heights of dynamic performance and to deliver exceptional poise in all driving circumstances. Thanks to a 4.4-litre V8 engine featuring BMW M TwinPower Turbo technology, the BMW M5 produces 600 horsepower, skyrocketing from 0-60 miles per hour in just 3.2 seconds. The limited-run **BMW M5 First Edition** takes the premium nature of the M5 a step further with an exclusive exterior colour (Frozen Dark Red Metallic), high-gloss black air intakes, kidney grill, and tailpipes, and an exceptionally refined interior. "With 32 of the 400 units being produced globally coming to Canada – one of BMW M's most-successful markets – we're certain the M5 First Edition is going

to move quickly, both on the road and off showroom floors,” said Matthew Wilson, national manager, product planning, BMW Canada.



The BMW M5 First Edition enjoys its Canadian Premiere at the Vancouver International Auto Show. (frozen metallic red) (04/2018)

BMW also used the Vancouver International Auto Show to showcase 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 demonstrated. Active Cruise Control and Lane Keep Assist were also featured, putting the spotlight on BMW's innovations in the realm of autonomous driving.



BMW Group Canada hosted technology demonstrations with the BMW 530e, BMW M550i and BMW X3 at the Vancouver International Auto Show. (04/2018)

With its North American unveiling of the BMW X4 and the Canadian premiere of the BMW M5 First Edition, BMW Group Canada increased its Canadian auto show premiere tally to nine models, clearly demonstrating its commitment to Strategy Number One>NEXT at the Vancouver International Auto Show. Stay tuned as the product offensive continues.

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



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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.

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