

**BMW
GROUP**

Canada

Corporate Communications



Media Information
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BMW Luxury Lounge invites guests to experience modern, contemporary luxury. BMW Canada, together with like-minded brands, brings a premium lifestyle experience to life in the heart of Yorkville.

Richmond Hill, ON. BMW Group Canada is offering its interpretation of luxury at the BMW Luxury Lounge from October 10th to 16th in the heart of Toronto. Situated in the middle of one of Canada's most exclusive shopping districts, the BMW Luxury Lounge in Yorkville will host BMW's temporary stunning showcase of luxury class vehicles and partners who bring groundbreaking design, innovation, technology and meticulous craftsmanship to life.

"We've taken on this initiative because we believe customers' expectations of luxury are evolving," said Sebastian Beuchel, director, BMW brand management. "This beautifully designed space is a showcase for our interpretation of modern, contemporary luxury. It's a sneak peek not only into the BMW ownership experience and lifestyle, but of course also at our newest additions to the luxury class, the all-new BMW 8 Series Coupé and first-ever BMW X7."

BMW has partnered with several like-minded brands to bring this experience to life. French design company Roche Bobois, German fashion house HUGO BOSS, maison of luxury business-lifestyle Montblanc, contemporary art gallery LUMAS Canada and consumer electronics innovator Samsung Canada have all contributed to furnishing the space. The result is a premium, inviting ambiance in which to experience luxury at its finest.

"Our partners embody luxury the way we do," continued Beuchel. "The finest materials, exquisite design, technology that helps make life easier and more enjoyable; we all share these features in common. Now, under one roof, we can showcase these products for Torontonians to enjoy."

To celebrate the opening of the BMW Luxury Lounge, BMW Canada brought together a panel of experts for an engaging discussion on the evolution of luxury. In addition to BMW Canada, leaders from Air Canada, LUMAS Canada and Sotheby's International Realty Canada spoke about the changing face of luxury, and what it means to each of their brands.

Inside the Lounge, guests will experience the all-new BMW 8 Series. A legendary sports coupe with a long and storied history, the 8 represents the pinnacle of luxury from BMW. Representing a new era of BMW design and aesthetics, the 8 Series features an unparalleled level of quality and craftsmanship both inside and out. BMW's next generation V8 engine combined with lightweight carbon fibre technology bring extraordinary performance to this luxury class model. And the most-advanced driver assistance systems combined with BMW's all-new iDrive 7.0 provide cutting edge technology.

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The first-ever BMW X7 will also be seen in a unique, closed-room environment. The X7 is another new member of BMW's successful line-up of Sports Activity Vehicles, this time, in the form of an innovative vehicle concept for the luxury class. Its imposing dimensions and outward presence blend gracefully with its flawless, well-appointed interior.

The BMW Luxury Lounge is open daily for the public to enjoy between 10:00am and 4:00pm from October 10th to 16th. Private events will be hosted in the evenings. It is located at 151 Bloor Street West.

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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.

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