

**Media Information**January 14<sup>th</sup>, 2019**BMW leads the pack with four Canadian premieres presented by a hometown hero.**

BMW Works driver Bruno Spengler shines a spotlight on BMW Group's product offensive.

**Richmond Hill, ON.** Showcasing its passion for performance, leadership in innovation and undeniable luxury, BMW unveiled four new models at the Montreal International Auto Show on Thursday, January 17. BMW Works driver and 2012 DTM champion **Bruno Spengler**, a native Montrealer, presented the new models – the BMW 3 Series, 8 Series Cabriolet, X5 and all-new BMW X7. These models bolster an already dynamic vehicle portfolio as the manufacturer showcases its most diverse vehicle lineup to date. Under Strategy NUMBER ONE>NEXT, the company is in the midst of the largest product offensive in its century-long history. BMW also highlighted new in-car innovations and driver assistance features, including BMW iDrive 7.0, BMW Emergency Stop Assistant and BMW Back-Up Assistant.

Over the past 40 years, no single model has embodied the concept of the Ultimate Driving Experience better than the BMW 3 Series. Modern design, agile handling, exceptional efficiency and innovative equipment features, all signature characteristics of a BMW, have been raised to a higher level through tireless engineering and testing. The new **2019 BMW 3 Series** sedan represents not only the core of the BMW 3 Series range (of which over 15 million units have been sold worldwide), but also the heart and passion of the BMW brand. BMW Canada showcased the BMW 330i and BMW M340i at the Montreal show.

Early summer of 2019 will see the arrival of the **2019 BMW M340i** Sedan in Canada. The new BMW M Performance model will showcase the full dynamic potential of the new BMW 3 Series. An updated six-cylinder in-line gasoline engine, M Performance chassis tuning, optional xDrive intelligent all-wheel drive and the standard M Sport rear differential will deliver performance attributes that will satisfy and impress any driver.

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)



Performance meets luxury in the all-new **2019 BMW M850i Cabriolet**, which joins the new BMW 8 Series Coupé in blending ultra-sporting driving dynamics with an emotional and elegant design. The result is a vehicle that delivers an impeccable four-season driving experience with the charisma of a low-slung, aggressively-styled, open-top sports Cabriolet.

With the all-new **2019 BMW X7**, BMW has pulled back the covers on a new definition of automotive luxury. The BMW X7 blends presence, exclusivity and spaciousness with the versatile and agile driving properties customers would expect from a Sports Activity Vehicle (SAV). The pinnacle of BMW's X SAV lineup, the BMW X7 builds on the class-leading comfort, handling, safety and technology that embodies all the previous BMW X SAVs.

One of BMW's industry-first autonomous features is the innovative **Back-Up Assistant**, which helps the driver to exit parking spots or maneuver when space is limited. Back-Up Assistant offers the highly convenient option of automated reversing in confined spaces or situations where the driver does not have a clear view. To do this, the system stores the steering movements for any section the car has just driven forward along at no more than 35 km/h. The system is then able to reverse the vehicle for distances of up to 50 metres by steering it along exactly the same line it has just taken when moving forward, while all the driver has to do is operate the accelerator and brake pedals and monitor the area around the car.

The latest generation of BMW connectivity, **BMW iDrive 7.0**, boasts fully digital displays and is geared even more closely to the driver's personal needs – with the aim of maximizing their attention levels. The system's clear presentation and structuring are designed to provide drivers with the right information at the right time, aided further by the customizable and personalized displays. In the main menu on the Control Display, the driver is able to configure up to ten pages, each showing two to four pads (tiles) with live content.



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

### **For more information, please contact:**

Marc Belcourt, Director, Corporate Communications  
BMW Group Canada  
905-428-5078 / [marc.belcourt@bmwgroup.ca](mailto:marc.belcourt@bmwgroup.ca)

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)