



**Media Information**

May 31, 2019

**All BMW i3 models and the MINI Cooper SE Countryman ALL4 eligible for Canadian iZEV purchase incentive program.**

The BMW i3 BEV (battery electric vehicle) and the BMW i3 REX (with range extender) qualify for a \$5,000 purchase incentive, while the MINI Cooper SE Countryman ALL4 PHEV qualifies for a \$2,500 rebate.

**Richmond Hill, ON.** BMW Group Canada is pleased to announce that the BMW i3 lineup has joined the MINI Cooper SE Countryman ALL4 on the list of vehicles that qualify for the Canadian iZEV (Incentives For Zero Emissions Vehicles) program introduced by the Canadian government in April, applicable to vehicles purchased on or after May 29, 2019.

To be eligible for the iZEV program, a vehicle must have a base-model manufacturer's suggested retail price (MSRP) of less than \$45,000 for passenger vehicles with six or fewer seats. Higher priced variants (trims) of these vehicles, up to a maximum base MSRP of \$55,00, are also eligible for the iZEV incentives.

The iZEV program applies to all model year 2018 and 2019 BMW i3 and i3s BEV and REX models, and model year 2018 and 2019 MINI Cooper SE Countryman ALL4 PHEV models, including dealer demonstrators with less than 10,000 on the odometer. Rebates apply to new-vehicle leases as well as purchases. However, leased vehicles must be leased for at least 48 months to get the full amount. The rebate is 25% for a 1 year lease, 50% for a 2 year lease, and 75% for a 3 year lease.

**The iZEV rebates are in addition to provincial zero-emissions rebate programs already in place in B.C. with buyers eligible for up to \$5,000 toward a plug-in vehicle, and in Quebec, where purchasers are eligible for up to \$8,000 for plug-in or fuel cell vehicles.**

The new federal iZEV program supports the government's goal to reach a threshold for zero-emissions new light-duty vehicle sales in Canada of 10 percent by 2025; 30 percent by 2030; and 100 percent by 2040.

For additional iZEV program details, please visit the Transport Canada website:  
<http://www.tc.gc.ca/en/services/road/innovative-technologies/zero-emission-vehicles.html>

With the launch of the BMW i3 in 2013, the BMW Group established itself early as a pioneer in the field of electric mobility. Electrification is one of the key pillars of the Group's **Strategy NUMBER ONE > NEXT**. By 2021, the BMW Group will have five all-electric models: the BMW i3, the MINI Electric, the BMW i4 and the BMW iNEXT. By 2025, that number is set to grow to at least twelve models. Including plug-in hybrids – whose electrically powered range will increase significantly in the coming years – the BMW Group's electrified product portfolio will then comprise at least 25 models.



### **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, 22 BMW motorcycle retailers, and 30 MINI retailers represents the BMW Group across the country.

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

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