



Media Information

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BMW Canada to enter multi-year partnership with Tennis Canada.

Premium automaker announces new strategic partnership with Tennis Canada and rising star Bianca Andreescu.

Richmond Hill, ON. In a move that solidifies a longstanding tradition of investing in sports sharing the common values of performance, precision and joy, BMW Canada is thrilled to announce its new strategic partnership with Tennis Canada as the National Automotive Partner of Tennis in Canada, and the Official Vehicle of the Rogers Cup. The agreement will run through the 2022 season, and covers both male and female Masters 1000 tournaments in addition to the Davis Cup and the Fed Cup.

The German automaker will also enter into a partnership with rising Canadian tennis star Bianca Andreescu. Andreescu is excited to become an ambassador for the premium automotive brand, where she will represent BMW both online and in person in a variety of different forms benefiting both BMW customers and retailers. The Canadian phenom exploded onto the international tennis scene in 2018 and, in 2019, made history with her win at Indian Wells to become the first wildcard winner to claim the tournament title. She is currently ranked 22nd in the world according to the Women's Tennis Association.

"We are beyond excited to announce these partnerships and to invest in the future of tennis in this country," said Sebastian Beuchel, Director of Brand Management, BMW Canada. "Tennis is a sport where athletic precision and dynamic performance are paramount to success, aligning perfectly with BMW and the attributes that continue to define our automobiles and make us the number one premium automotive company globally."

Tennis Canada has invested heavily in its young players to develop the next generation of tennis stars including Bianca Andreescu, Denis Shapovalov and Félix Auger-Aliassime who are currently in the international spotlight. Similarly, BMW has invested extensively in its product line to bring the newest, most-innovative and performance-minded automobiles to market. The BMW 3 Series continues to define the sports sedan segment as it has done for generations, while the all-new BMW X7 epitomizes modern luxury by delivering unparalleled comfort alongside dynamic driving performance. By 2025, BMW will offer 25 plug-in models globally, and play an integral role in shaping the future of premium electrified mobility. With this mutual investment and commitment to the future, it has never been a better time for tennis in Canada, and it has never been a better time to be a BMW customer.



“Organizations are defined by their partners, and we are thrilled to be partnering with one of the best brands. BMW will help us improve our tournaments and deliver an elevated fan and player experience as a whole,” said Michael Downey, President and CEO of Tennis Canada. “We are excited to work in tandem with BMW to bring tennis to the forefront of Canadian athletics and, in doing so, position Canada as a bastion of international tennis excellence.”

Come see the Canadian tennis stars and BMW in action during this year's Rogers Cup, with the women's tournament taking place August 3rd to 11th in North York and the men's tournament taking place August 2nd to 11th in Montreal.

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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 50 BMW automobile retail centres, 22 BMW motorcycle retailers, and 30 MINI retailers represents the BMW Group across the country.

About Rogers Cup presented by National Bank

Rogers Cup presented by National Bank is a Tennis Canada owned and operated world-class tournament celebrating its 139th anniversary of the men's event from August 2-11, 2019 at IGA Stadium in Montreal and its 127th anniversary of the women's event from August 3-11, 2019 at Aviva Centre in Toronto. As a WTA Premier 5 tournament, ATP World Tour Masters 1000 tournament, and US Open Series event, Rogers Cup presented by National Bank will showcase the world's best players. Rogers Cup presented by National Bank is the third-oldest title in tennis, behind only Wimbledon and the US Open. For more information and tickets visit www.rogerscup.com.

About Tennis Canada

Founded in 1890, Tennis Canada is a non-profit, national sport association with a mission to lead the growth of tennis in Canada and a vision to become a world-leading tennis nation. We value teamwork, passion, integrity, innovation and excellence. Tennis Canada owns and operates the premier Rogers Cup presented by National Bank WTA and ATP World Tour events, 9 professional ITF sanctioned events and financially supports 13 other professional tournaments in Canada. Tennis Canada operates junior national training centres/programs in Toronto, Montreal, Vancouver and Calgary. Tennis Canada is a proud member of the International Tennis Federation, the Canadian Olympic Committee, the Canadian Paralympic Committee and the International Wheelchair Tennis Association, and serves to administer, sponsor and select the teams for Davis Cup, Fed Cup, the Olympic and Paralympic Games and all wheelchair, junior and senior national teams. Tennis Canada invests its surplus into tennis development. For more information on Tennis Canada please visit our Web site at: www.tenniscanada.com and follow us on [Facebook](#) and [Twitter](#).

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