



Media Information

June 24, 2019

BMW M Festival Design Competition pits Canadian BMW retailers against each other to earn “Best of the Fest” title.

Fans have until July 1st to decide which uniquely customized BMW earns the crown.

Richmond Hill, ON. To celebrate the first ever BMW M Festival in North America, BMW Canada has challenged its retailers to design their own fully customized, unique BMW vehicles with Original BMW Accessories and M Performance Parts. In total, eight retailers have entered the competition to be considered the “Best of the Fest,” where BMW owners, fans and enthusiasts have the chance to vote for their favourite one-of-a-kind BMW.

“BMW has a great retailer network and an outstanding array of high quality Original BMW Parts and Accessories,” said Tracy Bulmer, Director of Aftersales, BMW Canada. “We knew the BMW M Festival Design Competition was a great way to bring everything together and really showcase the best of what BMW Accessories has to offer.”

The winning vehicle and retailer will be announced on July 2nd, with the victor being crowned “Best of the Fest.” This championship title will secure the winning model a spotlight display in the M Festival Design Competition area, as well as serious bragging rights. The custom marvels will be on display at the BMW M Festival July 13th and 14th.

To cast your vote for the “Best of the Fest,” please visit www.mfestivaldesigncompetition.ca.

For more information and to reserve tickets to the BMW M Festival, please visit www.bmw.mfestival.ca.

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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.

For more information, please contact:

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