



Media Information

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The road to BMW M Festival.

Two custom-built 2020 BMW M4 vehicles travel from the port in from Halifax to the track at Canadian Tire Motorsport Park.

Richmond Hill, ON. With the BMW M Festival just around the corner, the German automaker is pulling out all the stops to ensure all manufacturer-supplied vehicles arrive on time and in style. In particular, two customized 2020 BMW M4 models are being driven from Halifax to Bowmanville, making iconic stops along the way.

“We built these vehicles for BMW M fans and to celebrate the first BMW M Festival in North America,” said Sebastian Beuchel, Director of Brand Management, BMW Canada. “These vehicles are truly unique, helping capture the spirit of BMW M and emulating what it stands for.”

Each BMW M4 boasts a BMW M Twin Turbo inline six-cylinder engine and 7-Speed dual clutch transmission, producing 444 horsepower and 406 lb-ft of torque for a truly exhilarating drive. There is no shortage on flash, either. The custom BMW M Festival builds come equipped with the unique-to-Canada Ultimate Package, which includes carbon front inserts, carbon mirrors and carbon lip spoilers. The exclusive package also features an M Performance Titanium exhaust with carbon tips, reduced weight and exhaust flaps controlled via engine modes, resulting in BMW’s most ferocious exhaust on offer.

The most striking feature of each of these vehicles, however, is the BMW Individual Paintwork. This exclusive paint finish, included in the Ultimate Package, requires removing the vehicle from the production line for its application and results in a truly unique and impressive product. The BMW M4 models being driven from Halifax feature Java Green and Speed Yellow.

Both vehicles will be featured at the BMW M Festival July 13th and 14th, and can even be driven during the drag event.

For more information and to reserve your tickets, please visit www.bmw.mfestival.ca.

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