



Media Information
August 29, 2019

**BMW Canada hosts global premiere at Luxury & Supercar Weekend in Vancouver.
Unique-to-Canada model to be unveiled as event celebrates its tenth anniversary.**

Richmond Hill, ON. BMW Group Canada is once again Diamond Sponsor of Luxury & Supercar Weekend, an event celebrating fine goods, beautiful design and exceptional workmanship. The event takes place September 7 and 8 in VanDusen Botanical Garden in Vancouver, British Columbia.

BMW will showcase over half a dozen vehicles at the event, offering visitors the opportunity to explore models ranging from sedans and Sports Activity Vehicles to coupes and Roadsters. Each vehicle offers its own take on BMW's meticulous craftsmanship and spectacular design, as well as the brand's innovative features and signature performance.

BMW will take advantage of the premium setting to unveil a global first and unique-to-Canada model. Created in conjunction with the company's renowned M division in Munich, this limited-edition model is sure to sate the appetites of those looking for something beautiful and rare.

"BMW is in the fortunate position of having a wide range of models in the upper-luxury segment, and we're shining the spotlight on several of them at Luxury & Supercar Weekend," commented Kevin Marcotte, national manager, BMW M, i and luxury class brands. "Visitors will also be the first to witness an exceptional and peerless model that only BMW Canada is offering. Whether you're a car enthusiast or simply enjoy luxury items and exceptional engineering, the vehicles in our modern and contemporary display are sure to impress."

In addition to the premiere vehicle, BMW models on display at Luxury & Supercar Weekend will include the BMW M5 Competition, the BMW 7 Series, the BMW M850i Gran Coupe, the BMW i8 Roadster, the all-new BMW X3 M, and the brand's largest and most-luxurious Sports Activity Vehicle, the first-ever BMW X7.

Luxury & Supercar Weekend will take place Saturday and Sunday, September 7 and 8, from 11:00am to 5:00pm at the VanDusen Botanical Garden in Vancouver, British Columbia. Media are invited for a sneak peek on Friday, September 6 at 11:30am. BMW will be offering interviews, product introductions and technology presentations upon request.

For more information and to purchase tickets to the event, please visit
www.luxurysupercar.com.

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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 48 BMW automobile retail centres, 20 BMW motorcycle retailers, and 30 MINI retailers represents the BMW Group across the country.

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