



Media Information

September 30, 2019

MINI Invasion set to take over Prince Edward County, Ontario.

Celebrating MINI's 60th anniversary with a VIP at Canada's fifth Invasion event.

Richmond Hill, ON. MINI might be a car renowned for its smaller stature, but it has a reputation for doing things in a big way. On October 5th and 6th, the iconic brand and over 600 enthusiastic MINI owners are set to take over Prince Edward County to celebrate all things MINI. The community will meet at different rally points in Quebec and Ontario, rally to Belleville where they'll cross the bridge together into Picton, and then enjoy an evening of celebrating MINI. The next day offers on-track excitement at Shannonville Motorsport Park, with parade laps, drag racing and taxi rides with a very special driver.

MINI Canada is thrilled to announce that Charlie Cooper will be in attendance. Charlie's grandfather, John Cooper, transformed the Classic Mini into an agile track and rally racer, notching three wins at the prestigious Monte Carlo Rally between 1964 and 1967. Charlie played a part in furthering his grandfather's legacy by helping his father, Mike Cooper, create and launch MINI "John Cooper Works" – a name now synonymous with MINI's passion for motorsport and high-performance tuning. An ambassador for the MINI brand, Charlie is also developing a motor racing career, competing in both the MINI Challenge and Classic Mini races. While at Invasion celebrating with fans, Charlie will take those brave enough on taxi rides around the track.

"MINI has always delivered a thrill all its own," said Andrew Scott, director, MINI Canada. "This brand is about heightening life for our customers and fans – the best fans in the world, no less – and MINI Invasion is the perfect way to do that. It personifies the passion and energy of this brand through the people and the cars they bring with them. No two cars are alike! And having Charlie there to witness the legacy he and his family helped build is the icing on the cake."

MINI celebrates a double milestone in Canada in 2019. Firstly, the fifth rendition of MINI Invasion. The inaugural event of this Canadian property took place in 2010 in Toronto. Since



then, MINI fans have “Stormed the Fort” in Niagara-on-the-Lake in 2014, “Headed for the Hill” in Ottawa in 2015 and “Rallyed en Masse” in Montreal in 2017. This year, MINI fans gather in Prince Edward County. The second milestone in 2019: MINI’s 60th anniversary. In 1959, the first Mini was launched with the view that a maximum experience could be offered with a minimal footprint. Since then, this approach of a creative use of space and great, human-centric design has informed everything MINI does, from the creation of exciting automobiles to outstanding urban experiences.

This year’s Invasion will feature exciting new models, and a few unique, older gems, as well. Guests will get a sneak peek at the MINI Cooper SE, as seen at the International Motor Show (IAA) in Frankfurt a few weeks ago. Combining sustainable mobility with the riding fun, expressive design and premium quality that are typical of MINI, the groundbreaking model is the carmaker’s first-ever battery electric vehicle. With the new MINI Cooper SE, the British brand once again sets a pioneering impetus for urban mobility.

Or, if horsepower is more your style, MINI will showcase the all-new MINI John Cooper Works Countryman featuring a four-cylinder turbo engine with 301hp and 331lb/ft of torque. This vehicle, and its John Cooper Works Clubman stablemate, are the most powerful models ever approved for public road use in the brand’s sixty year history, displaying outstanding performance in the compact premium segment.

An historically important model will also be onsite at MINI Invasion. At the turn of the nineties, the dominance of MINI as a cultural icon and legendary small car was being challenged. Focusing on substance and qualitative excellence while carefully refreshing its iconic design, Mini relaunched as a premium brand in 2001 through BMW. MINI arrived in Canada in 2002, and the first car to arrive on Canadian soil will be in Prince Edward County. This Indi Blue MINI 3 door with Panther Black Leatherette featured a Chromeline Exterior, heated front seats and a white roof and mirror caps, bringing to life the inventive spirit and exceptional personalization that only MINI can offer, as well as the brand’s premium nature.

If the past four occasions are any indication, MINI Invasion’s Trek to P.E.C. promises to be an outstanding event. MINIs old and new, parade laps, drag racing, and taxi rides with a literal personification of the brand; this anniversary event in an anniversary year will be unforgettable.



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:

Marc Belcourt, Director, Corporate Communications
BMW Group Canada
905-428-5078 / marc.belcourt@bmwgroup.ca

Barb Pitblado, Manager, Corporate Communications
BMW Group Canada
905-428-5005 / barb.pitblado@bmwgroup.ca

BMW Canada Inc.
a BMW Group Company

BMW Canada Inc.
une compagnie
du BMW Group

Head Office/
Siège social
50 Ultimate Drive
Richmond Hill, Ontario
Canada
L4S 0C8

Telephone/
Téléphone
(905) 683-1200

Facsimile/
Télécopieur
(905) 428-5668

Internet
www.bmw.ca
www.mini.ca