



**Media Information**

November 27, 2019

**BMW Canadian Davis Cup team advances to finals for the first time in team history.**

BMW Canadian Davis Cup team falls to Spain in thrilling final.

**Richmond Hill, ON.** For the first time ever, the BMW Canadian Davis Cup team advanced to the final of the prestigious, 119-year-old international tournament, finishing as runners up. The placement continues an amazing 2019 run for tennis in Canada after rising star and BMW Brand Ambassador Bianca Andreescu won the BNP Paribas Open at Indian Wells, Rogers Cup, and US Open earlier this year.

“This has been an incredible past week for our athletes, our program and our partners,” said Michael Downey, President and CEO of Tennis Canada. “Our team performed admirably and we couldn’t be more proud of the effort put forward by everyone. We’re also very fortunate to have an amazing partner like BMW who has helped us bring an elevated player and fan experience to our program.”

BMW Canada entered into a partnership with Tennis Canada as their National Automotive Partner in June 2019. Tennis Canada’s strategy to invest heavily in high performance tennis, specifically to help develop the next generation of tennis stars like Bianca Andreescu, Denis Shapovalov and Félix Auger-Aliassime, is paying dividends. Similarly, BMW has invested extensively in its product line to bring the newest, most-innovative and performance-minded automobiles to market.

“The talent on the Tennis Canada roster today is truly remarkable. The team at Tennis Canada has done an incredible job positioning their athletes for success. This is not unlike our strategy at BMW where the largest product development offensive in our 100 year history has the company well positioned with vehicles perfect for Canadians,” said Andrew Scott, Director, Brand Management at BMW Canada. “Our partnership with Tennis Canada is a great example of two successful organizations complementing each other perfectly. I firmly believe there has never been a better time for tennis in Canada, and there has never been a better time to be a BMW customer.”



### **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 51 BMW automobile retail centres, 22 BMW motorcycle retailers, and 31 MINI retailers represents the BMW Group across the country.

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