



Canada

Corporate Communications



Media Information

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Best Residual Value among Compact Premium Cars: J.D. Power recognizes BMW 2 Series in their 2021 Canada ALG Residual Value Awards.

Award-winning BMW 2 Series is predicted to hold its value better than any other model in its segment.

Richmond Hill, ON. At BMW Group Canada, we believe the power of choice is key to our customer-centric approach. The BMW 2 Series is evidence of this, with a Best-in-Class Residual Value among Compact Premium Cars award from J.D. Power now under its belt. Once again, our vehicles have earned praise by automotive experts, affirming our premium positioning in the industry.

“Having an organization like J.D. Power recognize BMW Group’s strong product offerings will enable us to better service our customers.” said Michael Ferreira, Director of National Sales at BMW Group Canada. “The BMW 2-Series Best Residual Value among Compact Premium Cars title allows our retailers to provide customers with peace of mind when making a vehicle purchase decision.”

Not a typical coupé but rather an incredible experience: the first-ever BMW 2 Series Gran Coupé joins the 2 Series Coupé to introduce a new form of authority with a bold character to the compact class. In addition, the BMW 2 Series Cabriolet combines the Coupé’s driving dynamics with the option of open-air pleasure. Featuring innovative drive technologies, excellent driving dynamics, sporty, progressive exterior design, premium ambience in the interior, and connectivity at the highest level, the BMW 2 Series stands out from the crowd with ease and pursues its very own path.

J.D. Power ranks among the world’s leading market research companies. Through its numerous surveys, the renowned institute regularly evaluates satisfaction levels among vehicle buyers in the main international car markets. The world's leading businesses across major industries rely on J.D. Power to guide their customer-facing strategies.

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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 51 BMW automobile retail centres, 21 BMW motorcycle retailers, and 31 MINI retailers represents the BMW Group across the country.

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