



**Media Information**

**MINI CANADA ANNOUNCES LAUNCH OF MINI COUNTRYMAN BOARDWALK EDITION,  
WITH CANADIAN CONTENT AND PRICING.**

**Richmond Hill, May 5, 2021.** MINI Canada announced today the availability and Canadian pricing for the upcoming 2022 MINI Countryman Boardwalk Edition. The latest MINI special edition offering comes well-equipped and with aesthetically compelling contrasts and colors that speak to MINI enthusiasts who want to stand out and express themselves.

The MINI Countryman Boardwalk Edition, a Cooper S ALL4 variant, has a Manufacturer's Suggested Retail Price (MSRP) of \$47,990. Only 64 units of this limited-edition Countryman will be available at Canadian dealerships as of May 2021.

**Color & style accents.**

With unique color combinations, an expressive exterior and stylish ambience in the interior, the Boardwalk Edition makes for a fun ride for everyone. On the outside, the Boardwalk Edition comes in a Deep Laguna Metallic body color complemented by the black contrast finish on the roof and matching exterior mirror caps.

The Boardwalk Edition also comes with matching black 18-inch Pin Spoke wheels and a Piano Black Exterior Trim. Turning to the interior, the Boardwalk Edition includes MINI Yours Lounge Leather in Carbon Black along with the Touchscreen Navigation Package on the console. The Boardwalk Edition also comes equipped with exclusive door sills, roof and dashboard graphics, as well as special Boardwalk side scuttles.

"The MINI Countryman Boardwalk Edition brings the unmistakable flair of a traditional British seaside resort to our most versatile vehicle," said Mat Sayer, Director of MINI Canada. "The unique Boardwalk design features pay tribute to the famous wooden promenades of typical English piers and that stunning Deep Laguna paintwork is sure to turn heads on city streets, country roads, and beach-sides across Canada."



**Equipment.**

The MINI Countryman Boardwalk Edition comes with several key interior and exterior features, including LED Fog Lights and Headlights, Comfort Access Keyless Entry, a full Panoramic Sunroof, and Automatic Trunk.

The MINI Countryman Boardwalk Edition also offers a bevy of comfort and entertainment add-ons including Steering Wheel Heating, harman/kardon Premium Sound System, Touchscreen Navigation, Heated Front Seats, Head-Up Display, and MINI's full suite of Driving Assistance features including Active Cruise Control with Stop 'n' Go functionality.

The MINI Countryman Boardwalk Edition will be available at all 31 dealerships across Canada in May 2021.

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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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