

**Media Information**

June 23, 2022

BMW Group Canada celebrates 50 years of M.

- **This year, BMW celebrates 50 years of the most-powerful letter in the world with ongoing events commemorating five decades of pure driving pleasure.**
- **This week, BMW Group Canada kicks off its celebrations with “We Are M,” a unique campaign that brings BMW M to life.**

Richmond Hill, ON. From the first true M – the BMW 3.0 CSL – to the unforgettable BMW M1, and the all-new BMW i4 M50, BMW M has taken the motorsport scene by storm, racking up countless victories at some of the most iconic races in the world. Since then, M has spread rapidly from its racing roots, instilling Motorsport DNA into the design and engineering of every M vehicle ever produced.

BMW M GmbH was founded on May 24, 1972. A year later, the newly-developed BMW 3.0 CSL won the 1973 European Touring Car Championship. Since then, BMW M has surpassed many unique milestones in the fields of motorsport, technology and design. This year, BMW celebrates five decades of BMW M – in Munich, around the world, and here in Canada.

Canada ranks among the top M markets in the world for share of sales and volume. As such, BMW Canada wants to engage and show its appreciation for its BMW M community. This week, the brand kicked off its 50th anniversary celebrations by launching the “We Are M” campaign, a program that honours BMW M’s unforgettable vehicles and the community that loves them.

The first element of the campaign brings BMW M to life at Yonge-Dundas Square in Toronto. BMW has secured Canada’s first forced-perspective digital billboard – a format

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

Internet
www.bmw.ca
www.mini.ca



that appears 3D for onsite viewers – to showcase the all-electric BMW i4 M50 and the brand-new BMW M4 CSL. The 20-second feature reflects on the past 50 years of M performance and history while showcasing the electric future of the M brand, with both vehicles appearing to drive straight out of the digital platform.

The second element shines the spotlight on Canada's passionate BMW M community. The "50 Years /// 50 Drivers" campaign will showcase 50 BMW M drivers from across the country, telling their story, sharing how their passion for M started, and commemorating the authentic emotion for M that unites them all. These stories will be shared across social media channels so that the thrill of BMW M can be shared by owners and fans alike.

"I truly believe Canada has one of the best BMW M communities in the world," stated Andrew Scott, Director of BMW Brand Management at BMW Canada. "We want to bring M to life for them. The billboard at Yonge-Dundas Square allows us to show fans and future fans the rich diversity of models that makes M so powerful, with the all-electric BMW i4 M50 and the track-ready BMW M4 CSL. I'm particularly proud of the 50 Years /// 50 Drivers element of the campaign. Canada is home to a seriously passionate fanbase, and this allows us to recognize a group of these spirited people. No matter how different our drivers and their vehicles may be, the passion of BMW M unites us all."

BMW Canada is also planning an event for October of this year. The event will allow all Canadian M fans to celebrate the new members of the BMW M family, and to pay homage to the rich 50-year history of this powerful brand. Details will be made available at a later date; interested M fans should keep an eye on [bmw.ca/WeAreM](https://www.bmw.ca/WeAreM) to learn more.

Additional global activities will celebrate BMW M throughout the year:



- The classic “BMW Motorsport” emblem returns and is available for customers who order a BMW M Performance or M High-Performance vehicle. The BMW logo with the shifted semicircles in blue, violet and red was first used in 1973. An emblem inspired by the classic logo can be included on the front, rear and wheel hubs as an alternative to the conventional BMW roundel, signaling passion for racing and for the roots of the BMW M brand.
- In addition to emblems, 50 iconic and historically significant BMW M paint finishes can be ordered for selected models. Style-defining colours such as Dakar Yellow, Fire Orange, Daytona Violet, Macao Blue, Imola Red or Frozen Marina Bay Blue refer to the various eras of BMW M's 50-year history.
- Celebrations wouldn't be complete without a vehicle commemorating the milestone, and so a limited-edition model has been created. The M3 Edition 50 Jahre BMW M was announced on M's anniversary – May 24th – with 72 units coming to Canada, in honour of 1972, the birthyear of BMW M GmbH.
- The BMW Museum in Munich is marking M's 50th anniversary by presenting milestones and successes in a unique exhibition. The spectacular circuit guides visitors through eight different rooms past 26 special vehicles, showcasing BMW M technology and racing history up close. It runs until the end of the year.
- At the 2022 Goodwood Festival of Speed – which begins today – a special feature outside of Goodwood House will showcase iconic models from BMW M in celebration of the 50th anniversary, as well.

Motorsport is in BMW M's DNA. By embracing the latest advances in engineering and technology, the next era transitions towards new performance and introduces electrification to the beloved high-performance brand. The next 50 years are certain to be just as thrilling as the last.



Canada

Corporate Communications



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, 21 BMW motorcycle retailers, and 31 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