

**Media Information**

December 22, 2023

BMW Group Canada awards major marketing channel management to Richmond Day.

- **Long-standing partner remains onboard to support BMW Group Canada.**
- **Agency awarded multiple streams of business across all BMW Group brands and Financial Services division.**

Richmond Hill, ON. BMW Canada Inc. is pleased to announce that Richmond Day has been awarded the organization's creative, social, digital and CRM business. During the contract period, Richmond Day will represent all of the Group's brands in Canada – BMW, MINI and BMW Motorrad – and will work on the Certified Pre-Owned and BMW Group Financial Services Canada business, as well.

"We are excited to both extend and evolve our relationship with Richmond Day," stated Jonathan Thomson, director, BMW brand management. "Unifying creative, digital, social and CRM with a single partner was a core objective through this process. We are thrilled that our partners at Richmond Day were able to demonstrate multidisciplinary expertise and are looking forward to realizing the power and efficiency of this new approach across all our brands and business units."

"For all of us at Richmond Day, this is so much more than just a milestone in our journey," stated Sandro Liburdi, president of Richmond Day. "It's a celebration of the 10-plus year partnership we've developed with BMW Group Canada – one founded on a mutual vision to push the envelope in the category while delivering real results. We look forward to building on our shared past successes, while collaborating to take the brands and the business forward."

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“I am incredibly proud of the entire Richmond Day team on this achievement,” continued Liburdi. “It’s truly a testament to their hard work and dedication, as well as their remarkable talent and knowledge of the industry.”

In addition to Richmond Day, BMW’s current agency roster in Canada also includes Omnicom for media buying and planning.

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, 24 BMW motorcycle retailers, and 31 MINI retailers represents the BMW Group across the country.

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