



Media Information

March 20, 2024

BMW asks Canadians to express their support in bringing the M5 Touring to Canada for the first time.

- **Recently launched campaign seeks to better understand consumer demand for the Touring model of the BMW M5.**

Richmond Hill, ON. BMW Canada is asking Canadians a very simple question: "Should we?"

Speculation around the availability of the BMW M5 Touring across North America has been a popular topic amongst BMW fans, and especially of interest to BMW M and Touring enthusiasts in recent months. BMW Canada has taken notice of this.

Now, through a recently launched campaign, BMW Canada is soliciting feedback from Canadians related to their affection for the BMW M5 Touring and encouraging them to support bringing the vehicle to the Canadian market for the very first time.

Canadians can visit the [Leave Your Mark](#) landing page to ensure their voice is heard. Additionally, BMW Canada encourages Canadians to follow the [BMW Canada](#) Instagram account, as well as engage with and share campaign creative in order to gauge potential customer interest.

"We've received questions from our customers and seen the discussions about the M5 Touring online and wanted to create a platform to gather consumer sentiment and feedback. We're encouraging Canadians to visit the Leave Your Mark campaign page and share whether they think BMW Canada should bring the vehicle to the Canadian market," said Jonathan Thomson, Director of Brand Management at BMW Group Canada.

For almost 40 years, the BMW M5 has been the benchmark for driving dynamics, agility and precision in the high-performance sedan and touring segment. Evolutionary progress,

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development know-how from racing and pioneering innovations in the areas of powertrain, suspension, chassis tuning and aerodynamics have shaped the history of the M5 and BMW as a whole.

While the M5 Sedan has long been successful in Canada, the Touring version of the vehicle has never been retailed in Canada.

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

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