



**Media Information**

**April 18, 2024**

**MINI offers Big Love to Canadian owners with the launch of The MINI Life.**

**A series of unique partnerships enhance the MINI ownership experience.**

**Richmond Hill, ON.** Sixty years ago, MINI proved its street cred to the world by outdoing 276 adversaries and winning the 1964 Monte Carlo Rally. Since then, the plucky brand has been offering vehicles with unbeatable go-kart handling and a design language that puts a smile on the face of drivers and passersby alike.

Today, MINI Canada launches The MINI Life, a series of unique partnerships that celebrates and aligns with the brand ethos that owning a MINI is as fun as driving one. This suite of benefits includes discounts, special treatment and experiences that are sure to please the passionate MINI community across Canada.

“At MINI, Big Love inspires everything that we do. It’s all about uplifting lives through meaningful and impactful experiences for our community of owners,” said Natalie Nasr, national manager, brand communications at MINI Canada. “MINI owners are people who seize the day; they enjoy living life to the fullest. Our goal is to support them in that mission by offering them easy-to-use travel, hospitality and entertainment experiences...just for being a MINI owner.”

**MINI Mondays at the Movies.**

A Cineplex® partnership seems only right when you consider that MINI is no stranger to the big screen. The beloved brand has been featured in several iconic movies throughout its 60-plus year history. This partnership provides MINI owners with discounted tickets at Cineplex® VIP theatres on Mondays and free movie rentals from the Cineplex Store®.\*

**Perfect road trip pit stops.**

MINI owners heading out on a road trip can benefit from special rates and exclusive packages at hotels across Canada, including Drake Properties in Toronto, Prince Edward County and



Wellington, Ontario; the DOUGLAS, Autograph Collection Hotel in Vancouver, British Columbia and Le Mount Stephen in Montreal, Quebec.

The bespoke luxury properties provide guests with a unique entry point into three different destinations across Canada, from Ontario's wine country to Montreal's cityscape to Vancouver's mountain views. Each option provides its own unique experience for MINI owners, with rate reductions, amenities and dining perks on offer.

**A refined airport experience.**

MINI owners travelling further than their MINI can take them can still live The MINI Life. Plaza Premium Lounges will welcome MINI owners into their premium lounges at select airports across Canada.\* Plaza Premium Lounge operates the world's largest network of airport lounges and puts travellers' comfort at the heart of their business by redefining the airport experience with innovation-driven hospitality and customer service.

The list of participating airports includes Toronto Pearson International Airport, Vancouver and Edmonton International airports, and Winnipeg Richardson International Airport.

**Music to MINI owners' ears.**

MINI owners who have a big love of live music will be delighted by MINI Canada's partnership with Live Nation Canada. Not only does this allegiance reserve 20 front-of-the-line tickets to every Live Nation concert for MINI owners, but an exclusive MINI concierge will facilitate the ticket purchase on behalf of the owner. MINI is very proud to be able to offer this unique access – as well as other benefits such as customer give aways – to its loyal and passionate community.

"We want all MINI customers to live The MINI Life," concluded Nasr. "If you have a MINI in your driveway, we are delighted to offer you these experiences. We are actively looking for new ways to show Big Love to our community through additional partnerships with like-minded brands, and look forward to adding those to the program soon."

\*Terms and conditions apply to each partnership. Please visit [The MINI Life](#) page of [mini.ca](#) for further details. The MINI Life is available to all MINI owners, whether they own a brand-new, used, or an older-generation MINI model.



**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.

**For more information, please contact:**

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