

**Media Information**

February 4, 2025

On a level of its own: BMW Group Canada to unveil an unmatched experience at the Canadian International AutoShow with the “Level ///M” takeover display.

- **BMW and MINI make a notable return to the Canadian International AutoShow (CIAS) in Toronto.**
- **The iconic BMW M performance and high-performance vehicles will dominate Level 600 of the Metro Toronto Convention Centre.**
- **An exclusive area on Level 500 will be dedicated to exhilarating BMW and MINI test drives.**
- **Featured vehicles include the all-new X3 M50, M4 CS and for the first time in Canada, the M5 Touring.**
- **A significant emphasis will be placed on electrified vehicles, showcasing the newly revised iX, the award-winning i4 M50, i5 M60, and i7 M70.**

Richmond Hill, ON. BMW Group Canada is excited to announce its grand return to the Canadian International AutoShow (CIAS) for 2025, presenting an expansive and immersive BMW M-themed display. Attendees can look forward to an impressive lineup of vehicles, including the all-new and Canadian-favourite X3 M50, the newly revised iX, the M4 CS and for the first time in Canada, the all-new M5 Touring. MINI Canada will also be making its much-anticipated return to CIAS.

With a visually stunning and emotionally engaging takeover of Level 600, the Bavarian automaker aims to captivate showgoers as they transition between the North and South buildings of the Metro Toronto Convention Centre.

BMW will be the first automaker to ever occupy this prime space at CIAS, as Level 600 has never been exclusively taken over by a single automaker. This area has been identified as the show's busiest location for foot traffic, effectively capturing the attention of the entire audience.

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“For BMW Group Canada, the 2025 Canadian International AutoShow offered an ideal platform to connect with our current customers, brand prospects and the general public,” said Jonathan Thomson, Director of Brand Management with BMW Group Canada. “Our Experiential Marketing team have created something that can’t be missed and surely won’t be forgotten.”

Every facet of the M brand will be showcased, including traditional internal combustion vehicles, battery-electric cars, Sport Activity Vehicles, M performance, M high-performance models, and motorcycles. The MINI brand will also return with a vibrant display on Level 700 of the South building, featuring its entirely new and distinctive product lineup.

Additionally, BMW and MINI will take over the roundabout on Level 500 at Bremner Blvd for an exclusive test drive program. Located in one of the show’s highest-traffic areas, this program will feature exciting vehicles, including the all-new X3 M50, the award-winning i4 M50, i5 M60, iX M60, MINI JCW 3-door, and MINI Countryman SE.

“We are committed to leaving a lasting impression on everyone who visits our display. We are challenging ourselves to think innovatively and ensure that we have something for every attendee,” says Vito Sacchetti, Experiential Marketing Manager for BMW Group Canada. “From igniting excitement in the next generation of drivers to engaging those actively in the market, we want everyone to leave the show thinking about BMW.”

In addition to the impressive vehicle lineup, BMW Canada will host a variety of exciting activations on-site. Among them, a special photo opportunity will allow attendees to capture some memorable moments. Furthermore, guests will have the chance to enter a draw for a grand prize travel experience, adding an extra layer of excitement to their visit.

Taking place from February 14-23, 2025, at the Metro Toronto Convention Centre, CIAS is Canada’s largest auto show, attracting over 300,000 visitors annually.

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,



Canada

Corporate Communications



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

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