



**Media Information**

**February 11, 2025**

**MINI Canada invites visitors to come along for the ride at the Canadian International Auto Show.**

- *Test drive the next generation MINI at an exclusive test-drive area on Level 500.*
- *Get nostalgic with vintage-style video games that feature beloved MINI models.*
- *See yourself on the big screen in different MINI Experience Modes.*

**Richmond Hill, ON.** MINI Canada is bringing the beloved brand to life at the Canadian International Auto Show with an entirely new line-up and interactive experiences that will entertain the whole family. Not only will visitors be able to touch and feel the all-new generation of MINI models, but they will also be able to test drive them on the roads around the show and in vintage-style video game format from February 14th to 23rd at the Metro Toronto Convention Centre.

**Get behind the wheel of the all-new MINI – on the road and the show floor.**

MINI Canada will showcase the iconic, fifth-generation MINI Cooper 3 Door, free-spirited MINI Cooper Convertible and adventurous MINI Countryman ALL4 SUV in their exhibit on the 700 Level at the show.

Along with the instantly-recognizable design of these vehicles, MINI is also renowned for its go-kart handling, so MINI Canada is putting show attendees behind the wheel to experience it for themselves! MINI (and its BMW Group sibling brand, BMW who is taking over the roundabout on Level 500 at Bremner Boulevard) will be offering test drives of the all-electric MINI Countryman SE ALL4 and the thrill-inducing MINI John Cooper Works 3 Door.

**Experience MINI through fun and games.**

MINI Canada will also provide visitors with the chance to engage with the brand in a digital way. Participants can win prizes and receive a keepsake from their visit to the MINI exhibit on Level 700.



Ways to engage:

- Come play with MINI. MINI arcade games give attendees the chance to take control of a MINI through vintage-style video games.
- Be your best self(ie) with MINI. Guests to the booth can see how they look on the big screen while sporting different MINI Experience Modes. MINI Experience Modes bring a truly MINI vibe to every drive with a unique interplay of visual design, ambient lighting and sound design that change the appearance of the cockpit. MINI will project visitors' photos in an Experience Mode onto a feature wall that mirrors the unique OLED screen featured inside every MINI. Guests can also receive an electronic copy of their selfie as a keepsake.
- Take a digital spin for a chance to win. The first five people into MINI Canada's booth each hour will get to spin the digital wheel for the chance to win MINI prizes. Those who choose to stay connected with MINI Canada will be entered into a draw for the chance to win prizes curated from the brand's MINI Life partners, such as Cineplex® Escape for Two certificates, Plaza Premium Canada Lounge passes, a stay for two at the Drake Hotel in Toronto and more.

With so many ways to engage with this fun-loving brand, a stop at the MINI booth is a must for visitors to this year's Canadian International Auto Show.

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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 50 BMW automobile retail centres, 24 BMW motorcycle retailers, and 31 MINI retailers represents the BMW Group across the country.

# MINI Canada

Corporate Communications



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