

Media Information

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MINI Walk-Around Competition demonstrates sales reps' ability to bring the brand to life.
Advisors demonstrate how personalization and personality make MINI stand apart.

Richmond Hill, ON. MINI Canada and the BMW Group University are proud to announce the winners of the MINI Walk-Around Competition. The program, hosted in collaboration by the beloved MINI brand and BMW Group Canada's University team, was designed to showcase the spirit and expertise that make MINI stand apart from all other automotive brands. The program invited sales advisors from across the country to compete for prizes and bragging rights as Canada's top Product Walk-Around Advisor.

The initial phase of the competition required participants to submit a video demonstrating their mastery of the all-new digital OS9 interface featured in the latest MINI models — including the industry-first circular OLED screen. From the initial group of 50 submissions, eight moved on to the in-person product walk-around at MINI Canada's Richmond Hill, Ontario headquarters in November. Here, contestants demonstrated their MINI knowledge and — perhaps more importantly — their ability to personalize the MINI experience for the specific customer they were presenting to.

“The video submissions reinforced for us just how amazing our retail partners are,” said Patrick Clancy, director, MINI Canada. “Part of our goal with this contest was to ensure that the sales teams nationwide are well-equipped from a product standpoint. What it taught us is that they’re not only well-equipped at walking people through our unique digital user experience, but they’re excelling at providing a premium experience while keeping MINI’s fun personality alive in showrooms. It was great to see the retail network at its best like this.”

MINI Canada recently named the winners of the MINI Walk-Around Competition. Topping the list was **Alex Ushchapovskyi from MINI Toronto**. As the top performer, Ushchapovskyi won a MINI Life experience, including a two-night stay at a Drake property, a premium concert experience for two and more...including the coveted MINI Walk-Around trophy. Runners up

Hanna Graves from MINI Moncton and Kyle McDonald from MINI Langley earned prizes and bragging rights, as well.

Finalists came from across the country, demonstrating the enthusiasm and brand commitment within the MINI retail network.

1. Kyle McDonald – MINI Langley
2. Coleman Patterson – MINI Kelowna
3. Alex Ushchapovskyi – MINI Toronto
4. Victor Avsiannikov – MINI Toronto
5. Erin Borgmeyer – MINI Georgian
6. Valérie Masse – MINI Trois-Rivières
7. Hanna Graves – MINI Moncton
8. Katie Pinto – MINI St Johns

“On behalf of MINI Canada, I would like to thank all participants in the MINI Walk-Around Competition for their submissions and hard work,” stated Clancy. “The passion for the MINI brand among our sales advisors is undeniable, with each person offering their own unique take on a premium yet playful experience for our customers. It’s because of their professionalism and dedication that MINI has such a passionate fan base and community.”

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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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