

**BMW
GROUP**

Canada

Corporate Communications



Media Information

February 3, 2026

BMW Group Canada to showcase the all-new BMW iX3 and the future of driving at the 2026 Canadian International AutoShow.

- **BMW returns to the Canadian International AutoShow (CIAS) with a stunning “Level //M” takeover of the Metro Toronto Convention Centre’s Level 600.**
- **The all-new BMW iX3, the first model from BMW’s revolutionary Neue Klasse architecture, takes centre stage.**
- **Highlights on display include the new iX3, the iconic M2 CS, the award-winning i4 and more.**
- **Exclusive BMW and MINI test drives will be offered on Level 500, featuring a lounge where guests can wait for their driving experience.**

Richmond Hill, ON. BMW Group Canada is proud to announce its presence at the Canadian International AutoShow (CIAS) from February 13-22, 2026, at the Metro Toronto Convention Centre. This year, the spotlight shines on the all-new BMW iX3 — a trailblazer of BMW’s revolutionary Neue Klasse platform, representing the future of sustainable and dynamic electric driving.

BMW’s presence will again dominate the coveted Level 600 space, marking a unique and exclusive takeover that positions BMW as a standout attraction amid the show’s busiest foot traffic areas. This immersive experience will not only showcase BMW’s commitment to electrification but also celebrate the brand’s legendary performance heritage.

“The all-new iX3 embodies BMW’s bold vision for the future, combining cutting-edge technology, sustainable design, and exhilarating driving dynamics,” said Andrew Scott, President and CEO of BMW Group Canada. “Our display at CIAS is designed to engage and inspire everyone—from electric vehicle enthusiasts to performance purists—highlighting the seamless integration of BMW’s past, present, and future.”

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The all-new BMW iX3 — The Neue Klasse electric pioneer

Built on BMW's revolutionary Neue Klasse platform, the new iX3 epitomizes the next generation of vehicles with enhanced efficiency, range, and intelligent connectivity. Featuring a highly efficient electric drivetrain, advanced battery technology, and a lightweight design, the iX3 offers an estimated range exceeding 650 kilometres, rapid charging capabilities, and BMW's hallmark driving precision.

The iX3's sleek, aerodynamic silhouette and premium interior showcase BMW's dedication to sustainable luxury, incorporating recycled and eco-friendly materials without compromising on comfort or technology. Its innovative driver assistance systems and intuitive digital cockpit further elevate the driving experience, making the iX3 a benchmark for electric SUVs.

An unmatched BMW experience

Alongside the iX3, attendees will experience BMW's latest electrified and performance models, including the exhilarating M2 CS, the award-winning i4 M60, the powerful i5 M60, and the luxurious iX M70. Level ///M will feature dynamic displays emphasizing BMW's storied legacy and the brand's push towards electrification.

"Like their vehicles, the BMW display at the show is unique, impressive and worth a visit," said Jason Campbell, General Manager, Canadian International AutoShow.

On Level 500, visitors can participate in exclusive test drives of BMW and MINI vehicles, including the ever-popular i4 and a selection of SUVs, giving guests a hands-on opportunity to experience BMW's cutting-edge technology and driving excitement. Level 500 will once again feature a lounge where guests can wait for their drive experience in comfort.

BMW Canada will also provide exclusive pre-access to Level M for select VIP guests, as selected by local BMW retailers. This will allow guests to enter the show before the doors open to the public.



Experience and Engagement

In addition to vehicle displays and test drives, BMW Canada will present engaging, on-site activations, including a café, lifestyle store, photo opportunities, and a chance to win an exclusive travel experience or a secondary prize. On both event weekends, a surprise automotive artist will be on-site painting live in front of show attendees. These initiatives aim to create memorable moments that deepen the connection between visitors and the BMW brand.

The 2026 Canadian International AutoShow remains Canada's premier automotive event, attracting over 300,000 visitors annually and offering an unmatched platform for BMW to showcase its innovation, design, and commitment to a sustainable future.

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

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About the Canadian International AutoShow, presented by The Toronto Star

Celebrating the automobile since 1974, the Canadian International AutoShow features more than 650,000 square feet of exhibits, displays and attractions spanning the North and South Buildings of the Metro Toronto Convention Centre. With average annual attendance in excess of 350,000, the Canadian International AutoShow is not only the largest automotive expo in Canada, it is also the country's largest consumer show. A leader in lifestyle, technology and all things automotive, it is a showcase for the latest cars, trucks, SUVs, concept cars, exotics, classics, muscle cars, electric vehicles, alternative fuel vehicles and autonomous vehicles. The show also offers a variety of indoor and outdoor ride and drive experiences with over 45,000 guests taking part in 2025. For more information, please visit autoshow.ca. For news and updates, check in regularly at autoshow.ca. Stay connected with the Canadian International AutoShow on LinkedIn, Instagram @autoshowca, X @autoshowcanada, and Facebook /autoshowcanada.

Media Day takes place Thursday, February 12th, highlighted by the Automobile Journalists Association of Canada's (AJAC) presentation of the Canadian Car of the Year Awards. Many participating brands are expected to unveil new products for the first time in Canada. The interactive hands-on Media Day 2.0 is scheduled for the morning of Wednesday February 18th.

Media registration, media information, and visual assets to support your coverage are now available at www.autoshow.ca/media.

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