

Media Information

February 4, 2026

MINI Canada announces North American premiere of the MINI JCW x Deus Ex Machina Concept at the 2026 Canadian International AutoShow.

- *The striking Deus Ex Machina Concept makes its North American debut.*
- *Test drive the new generation of MINI products at an exclusive area on Level 500.*

Richmond Hill, ON. MINI Canada is thrilled to announce its presence at the 2026 Canadian International AutoShow (CIAS) at the Metro Toronto Convention Centre, showcasing a bold and sporty lineup highlighted by the North American premiere of the striking MINI JCW x Deus Ex Machina concept. The exhibit will be located on Level 700, with a MINI drive experience returning to Level 500 along with BMW — continuing the popular format from last year.

North American premiere: MINI JCW x Deus Ex Machina Concept

Revealed earlier this year, the MINI JCW x Deus Ex Machina concept fuses the iconic MINI John Cooper Works performance with the spirit of the renowned lifestyle brand Deus Ex Machina. This one-of-a-kind design features unique, custom elements such as a sleek, matte paint finish, signature Deus Ex Machina graphics, and exclusive accessories — all paying tribute to a shared passion for creativity, craftsmanship, and thrilling driving experiences. This concept car marks an exciting collaboration and a stunning statement for MINI fans and automotive enthusiasts alike.

"Bringing the MINI JCW x Deus Ex Machina concept to the 2026 Canadian International AutoShow is truly special," said Patrick Clancy, Director of MINI Canada. "It's a rare and unique opportunity to showcase the North American debut of such an exciting and extreme vehicle that perfectly embodies MINI's spirit of individuality."

Sporty John Cooper Works lineup on display

In addition to the concept, the MINI booth will exclusively feature the dynamic John Cooper Works (JCW) lineup: the agile and iconic MINI JCW 3 Door and the versatile MINI JCW Countryman ALL4. Known for their exhilarating performance and race-inspired engineering, these sporty models boast powerful turbocharged engines, sharp handling, and distinctive JCW styling cues that deliver the ultimate driving excitement.

- **MINI JCW 3 Door:** Compact, nimble, and packed with 228 horsepower from its turbocharged 2.0L engine, this model blends classic MINI design with thrilling sportscar performance.
- **MINI JCW Countryman ALL4:** The most powerful MINI SUV ever, offering 312 horsepower, all-wheel drive, and a perfect balance of performance and practicality for adventurous drivers.

“We’re excited that MINI has chosen the AutoShow for the North American debut of its JCW x Deus Ex Machina Concept, and we know fans are going to be thrilled to not only see these vehicles but also get to test drive some as well,” said Jason Campbell, General Manager, Canadian International AutoShow.”

Experience MINI at 2026 CIAS

Visitors will have the opportunity to immerse themselves in the MINI brand with exclusive test drives of MINI models on Level 500, just like last year. The MINI experience promises to be both interactive and exhilarating, inviting attendees to feel the unmistakable go-kart handling and spirited performance that define MINI.

Event Details:

- **MINI Exhibit:** Level 700, Metro Toronto Convention Centre
- **MINI Drive Experience:** Level 500
- **Dates:** February 13 – 22, 2026

The 2026 Canadian International AutoShow is Canada’s premier automotive event, attracting over 300,000 visitors annually and offering the perfect platform for MINI to showcase its unique character, creativity and joie de vivre.

Don't miss this chance to witness the North American debut of the MINI JCW x Deus Ex Machina concept and explore the thrilling performance of the MINI John Cooper Works lineup at the 2026 CIAS. MINI Canada invites all visitors to come along for the ride and experience the passion and excitement that only MINI can deliver. For more information, visit [MINI Canada](#).

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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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