

**Media Information**

February 18, 2026

BMW Motorrad Canada welcomes Apex Cycle Sports as newest authorized retailer partner.

- Established dealer servicing the Kitchener, Waterloo, Cambridge region.
- BMW Motorrad products began entering retailer as of December 2025.

Richmond Hill, ON. BMW Motorrad Canada is pleased to announce the addition of Apex Cycle Sports as an authorized retailer serving the Kitchener-Waterloo-Cambridge region. This development represents a significant enhancement of BMW Motorrad Canada's presence in Southwestern Ontario and underscores the company's commitment to expanding accessibility for customers in one of the province's most dynamic markets.

Apex Cycle Sports, located in Cambridge, Ontario, has more than fifteen years of established experience in the powersports industry and has cultivated a strong reputation across the region. A 30,000-square-foot showroom and service facility provide a premium environment and an extensive product portfolio.

"The integration of Apex Cycle Sports into the BMW Motorrad Canada network reflects a shared dedication to our fantastic portfolio of motorcycles," said Greg Edwards, director of BMW Motorrad Canada. "Apex's proven expertise in representing premium brands, combined with BMW's high standards of quality, will ensure that customers in the region benefit from an elevated experience."

Colin Lobsinger, General Manager of Apex Cycle Sports, added, "We are thrilled to become an authorized retailer for BMW Motorrad and to offer these exceptional motorcycles and products to our growing customer base in the region. We look forward to providing our local riders with unparalleled motorcycles and service."

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This partnership supports BMW Motorrad Canada's objective of expanding regional representation through collaboration with local partners. The Kitchener-Waterloo-Cambridge area has experienced steady economic and demographic growth, and the establishment of an authorized retailer in Cambridge will provide riders across Southwestern Ontario with improved access to BMW Motorrad products.

BMW Motorrad Canada and Apex Cycle Sports share a commitment to excellence, engineering precision, and an unwavering focus on customer satisfaction. BMW Motorrad Canada is pleased to welcome Apex Cycle Sports into the BMW family and looks forward to the success this partnership will bring for both riders and the BMW community.

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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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