

MEDIA RELEASE  
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## BMW Group Creates “Level ///M” Takeover Display at 2025 Canadian International AutoShow

*BMW takes over 600 Level at 2025 Canadian International AutoShow  
Exhibit includes the all-new X3 M50, M4 CS and for the first time in Canada, the M5 Touring*

TORONTO, ON. — BMW Group Canada is coming to the Canadian International AutoShow in a big way. Taking over Level 600 of the Metro Toronto Convention Centre’s South Building, BMW is presenting an expansive and immersive M-themed display. The brand will showcase an impressive lineup of vehicles, including the all-new, Canadian-favourite X3 M50, the M4 CS and the all-new M5 Touring, which is making its Canadian debut. Adding to the excitement, MINI Canada will also make its much-anticipated return to the show.

“We are excited to have BMW and MINI at the AutoShow this year, marking their first full brand displays since 2020,” said Jason Campbell, General Manager of the AutoShow. “BMW is going big, with a dominant presence at the Show, guaranteed to capture attendees’ attention and provide an unforgettable experience.”

As guests transition between the North and South Buildings on Level 600, they will be immersed into a visually stunning and emotionally engaging “Level ///M” takeover, transforming the space into a dynamic celebration of M performance and innovation. BMW will be the first automaker to ever occupy this prime space at the AutoShow, as Level 600 has never been taken over by a single brand.

“For BMW Group Canada, the 2025 Canadian International AutoShow proved to be an ideal way for us to connect with our current customers, potential customers and the general public,” said Jonathan Thomson, Director of Brand Management with BMW Group Canada. “Our Experiential Marketing team have created an experience that can’t be missed and surely won’t be forgotten.”

Every facet of the BMW performance will be on display, including traditional internal combustion vehicles, battery-electric cars, Sport Activity Vehicles, M performance, M high-performance models, and even motorcycles. The MINI brand will also host a vibrant display on Level 700 of the South Building, featuring its entirely new and distinctive product lineup.

Experience the power behind these distinctive brands at BMW and MINI’s exclusive test drive area, located at the roundabout on Level 500 at Bremner Blvd. This test drive program will feature standout vehicles, including the all-new X3 M50, the award-winning i4 M50, i5 M60, iX M60, MINI JCW 3-door, and MINI Countryman SE.

In addition to the impressive vehicle lineup, BMW Canada has plenty in store with engaging on-site activations. Attendees will have the opportunity to capture memorable moments with a



special photo opportunity, as well as the chance to enter a draw for a grand prize travel experience, adding an extra layer of excitement to their visit.

The 2025 Canadian International AutoShow, presented by Toronto Star, returns to the Metro Toronto Convention Centre from February 14<sup>th</sup> to the 23<sup>rd</sup>. Media registration for the Canadian International AutoShow is now open and can be accessed on <https://autoshow.ca/media/>. To receive the newsletter, sign-up at <https://autoshow.ca/newsletter-signup/>. For news and updates, check in regularly at [autoshow.ca](https://autoshow.ca). Stay connected with the Canadian International AutoShow on Instagram @autoshowca, Twitter @autoshowcanada and Facebook /autoshowcanada.

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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 annual attendance in excess of 370,000, 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.

#### **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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