

MEDIA RELEASE

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MINI Canada Returns to Canadian International AutoShow with Immersive Display and Test Drives

*Test drive the next generation MINI at exclusive test drive area
Get nostalgic with vintage-style video games featuring beloved MINI models
See yourself on the big screen in different MINI Experience Modes*

TORONTO, ON. — MINI Canada returns to the Canadian International AutoShow, showcasing the iconic fifth-generation MINI Cooper 3 Door, free-spirited MINI Cooper Convertible and adventurous MINI Countryman ALL4 SUV in their interactive exhibit.

Along with the instantly recognizable design of these vehicles, MINI is also renowned for its go-kart-like handling, so MINI Canada is putting show attendees behind the wheel to experience it for themselves! MINI will be offering test drives of the all-electric MINI Countryman SE ALL4 and the thrill-inducing MINI John Cooper Works 3 Door.

Not only are visitors able to touch and feel the all-new generation of MINI models, but they are also able to test drive them on the roads around the show and in vintage-style video game format until February 23rd at the Metro Toronto Convention Centre.

“We are pleased to have MINI back to the AutoShow with their interactive display and test drive opportunities,” says Jason Campbell, General Manager of the Canadian International AutoShow. “The exhibit offers a wonderful immersive experience that’s fun for the whole family.”

Visitors can also engage with MINI Canada in a digital way. Participants can win prizes and receive a keepsake from their visit to the MINI exhibit. To engage, come play with MINI. MINI arcade games give attendees the chance to take control of a MINI through vintage-style video games.

Be your best self(ie) with MINI. Guests to the booth can see how they look on the big screen while sporting different MINI Experience Modes. MINI Experience Modes bring a truly MINI vibe to every drive with a unique interplay of visual design, ambient lighting and sound design that changes the appearance of the cockpit. MINI will project visitors’ photos onto a feature wall that mirrors the unique OLED screen featured inside every MINI. Guests can also receive an electronic copy of their selfie as a keepsake.

Take a digital spin for a chance to win. The first five people into MINI Canada’s booth each hour will get to spin the digital wheel for the chance to win MINI prizes. Those who choose to stay connected with MINI Canada will be entered into a draw for the chance to win prizes curated from the brand’s MINI Life partners, such as Cineplex® Escape for Two certificates, Plaza Premium Canada Lounge passes, a stay for two at the Drake Hotel in Toronto and more.



With so many ways to engage with this fun-loving brand, a stop at the MINI booth is a must for visitors to this year's Canadian International Auto Show. Visit the MINI display on the 700 Level of the South Building in the MTCC.

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

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About 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 50 BMW automobile retail centres, 24 BMW motorcycle retailers, and 31 MINI retailers represents the BMW Group across the country.

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