

Town & Country BMW Hosts Gala Event to introduce New 5 Series Sedan

On Tuesday September 16, 2003 Town & Country BMW welcomed upwards of 800 distinguished guests and fellow BMW enthusiasts to a gala event introducing the new BMW 5 Series sedan.

Launched earlier this summer in Europe to wide acclaim, the new 5 Series represents an evolution of the style, performance and comfort that established this vehicle as the ideal representative of the luxury mid-size segment. In its looks and appearance, the new 5 Series combines the dynamism and sporting flair of the 3 Series with the supremacy and presence of the BMW 7 Series. The new 5 Series forms the powerful centre point within the BMW model range.

However, the road presence of the new 5 Series is not based on styling alone. Innovation abounds in the new 5 Series, and our designers and engineers in Munich, along with the factory in Dingolfing, have produced a vehicle that positions well ahead of the competition in driving dynamics, innovation, comfort and safety.

For instance, the Active Steering technology featured on the new five is a revolutionary system. In true BMW fashion, Active Steering



BMW customers rightfully expect a top level of comfort and luxury. The new five series is longer, wider and taller than the previous generation, resulting in more comfort and space, both front and rear. The interior is enhanced through a sophisticated range of individualized colours and materials, chosen to reflect the substance and unmistakable character of the new five.

However, as with any BMW, the true reflection of its personality is felt on the road. The 545i, for instance, is cleverly equipped with a V8 power unit displacing 4.4 litres and developing 333 bhp. As one Canadian automotive

journalist noted recently after test-driving the new five Series, "It is clearly obvious BMW has once again raised the bar in the premium mid-size segment."

In short, the new BMW 5 Series is a testament to innovation, elegance and dynamic performance. As such, it demanded equal innovation in its presentation. A debut that spoke of its sporting characteristics, sophistication and refinement.

The evening included a presentation of "Drive", an original Canadian short film, which captures the essence of the BMW 5 Series. "Drive" was written and directed by Patrick Sisam, co-executive produced by Denise Roberts (whose latest work includes Mambo Italiano and The Barbarian Invasion), and stars Sandrine Holt, Julian Richings, and the new BMW 5 Series.



not only improves the driving experience by providing more precise handling, it also contributes to active safety, comfort and superior stability. The end result is increased agility and motoring pleasure.

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BMW 320i

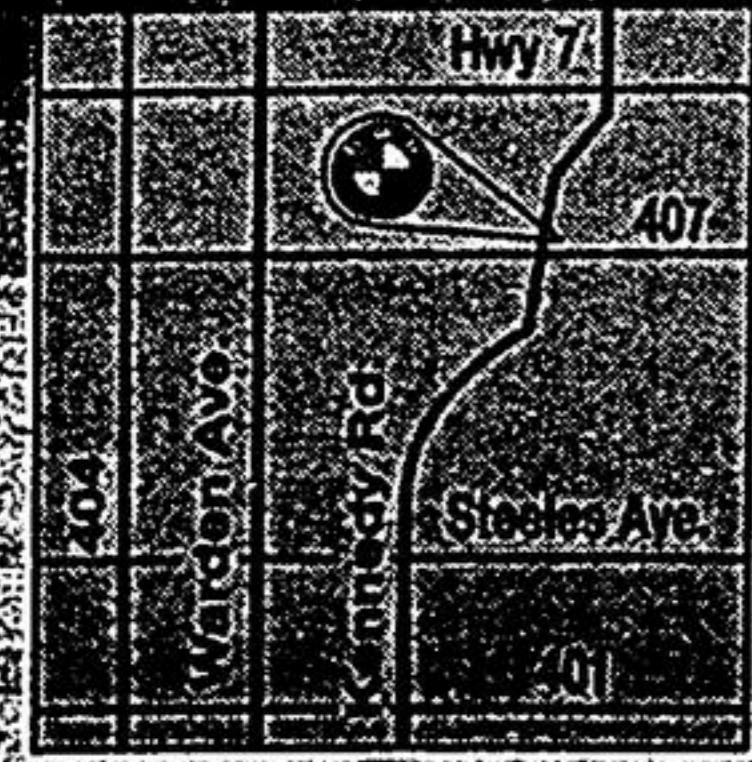
Town & Country BMW

\$34,950

"BMW 320i delivers

- outstanding value, performance,
- a 3-year/60,000 km No-Charge Scheduled Maintenance Plan,
- air conditioning,
- and more."

James Cochrane
James Cochrane
President



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BMW Canada Inc., BMW, the BMW logo and "The Ultimate Driving Experience" are trademarks of BMW AG, used under license by BMW Canada Inc. MSRP for the 2004 BMW 320i base model is \$34,950.00. Transport and preparation, options, taxes, licensing, registration and insurance are extra. Vehicle subject to availability and may have to be factory ordered. This offer is limited to new 2004 320i models. This offer may not be combined with any other offer. Delivery must be taken by October 31, 2003. See dealer for complete details.

Announcing!

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