

Western Canada's First BMW M-Series Showroom Opens in New Langley Luxury Auto Mall

Vancouver, BC (August 18, 2011) – OpenRoad Auto Group announces the debut of their BMW Langley retail centre and adjoining MINI Langley showroom in Langley's newly developed "Langley Auto Collection". The flagship showroom will not only serve as the Lower Mainland's first new BMW centre to launch in decades, but also stands out as Western Canada's very first BMW M Display– a showroom dedicated to BMW performance and individuality.

The newly constructed 58,000-square-foot retail centre reflects a modern European design and the zeal that BMW brings to the luxury automotive experience. And at the same time excels with its "Green" initiatives:

- Built to uncompromised standards of sustainable operations, BMW Langley has obtained the strict LEED® Silver Certification.
- MINI Langley features green living walls on its exterior.
- OpenRoad Auto Group is the #1 selling hybrid vehicle seller (Western Canada).
- OpenRoad Auto Group installed a VRF variable refrigeration heating and cooling systems, which maximize energy efficiency for the building.

"We hope that our new BMW Langley facility sets the new standard for what a luxury dealership experience should deliver to the South Fraser region," says Christian Chia, OpenRoad Auto Group Limited's President & CEO. "From the well-appointed M-Series lounge and café, to our incredible twin elevated showroom and service centre capabilities, we've designed the space to give BMW and MINI guests the ultimate luxury vehicle experience."

The stars of the new showroom will be the BMW M-Series cars and SUVs, containing the most powerful engines BMW has ever built. The M3 Convertible boasts a 414-hp 4.0 liter, V-8 engine and a retractable hardtop; the X5 M offers a one-of-a-kind SUV experience with its 555-hp 4.4-liter, 32-valve, M TwinPower Turbo V-8 engine. The M Series also includes a crossover X6 M, which has the same engine as the X5 M.

This showroom will change the way consumers think about buying or leasing a BMW. OpenRoad Auto Group has unveiled a showroom that is the epitome of how BMW style and luxury should be experienced, and with its M-Series collection at the forefront it also brings to the driver the experience of power and luxury.

OpenRoad Auto Group will host a trio of open houses: Sept 11, 18, and 25 from 1-4pm at 6025 Collection Drive, Langley, BC. The 'Best of the Fraser Valley' open houses will feature afternoons filled with regional wines and artisan cheeses. The new additions of BMW Langley and MINI Langley will bring the total number of OpenRoad showrooms to twelve.

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About OpenRoad Auto Group: <http://openroadautogroup.com/>

In 2000, OpenRoad Auto Group formed to offer car buyers and owners an experiential automotive retail service. With sales and service in 22 languages, OpenRoad Auto Group encourages a car buying experience based on openness, participation and expertise. Ranked the 6th Best Employer in Canada in 2011, a team of over 480 associates represents 9 import brands at 10 dealership locations across BC, Canada.

About BMW Langley: <http://www.bmwlangley.com/>

BMW Langley is the Lower Mainland's newest BMW retailer in decades and the 9th automotive import brand for OpenRoad Auto Group. This 58,000-square-foot, Silver LEED-certified retail centre reflects modern European design and the zeal that BMW brings to the luxury automotive experience. BMW Langley is Canada's only M Series showroom – a showroom dedicated to BMW performance and individuality. BMW Langley is the first automotive brand in Langley's newly developed luxury auto mall, "Langley Auto Collection".

About MINI Langley: <http://www.langley.mini.ca/>

MINI Langley is an unmistakable identity with a MINI Cooper perched on the side of the building and a unique 'living green wall'. At MINI Langley the design is in the details, and savvy MINI brand specialists create a guest experience that is equal parts 'fun' and 'automotive excellence'. MINI Langley, operated by OpenRoad Auto Group, is the 3rd MINI retail location in Metro Vancouver.

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