



Media Information  
March 28, 2008

## **Alphera Financial Services celebrates its one year anniversary in Canada.**

**Whitby, Ontario.** Alphera Financial Services, a member of the international network of BMW Group Financial Services, celebrated their first anniversary in the Canadian market on March 27, 2008.

Since launching in Canada last year, Alphera Financial Services has managed to sign on 100 multi-make automotive dealers, making them authorized Alphera Dealers.

Last year Alphera also launched its Graduate Program. The Alphera Graduate Program was specifically designed to encourage new graduates to purchase a new or pre-owned vehicle by offering an efficient approval process, with no down payment and no guarantor required. In 2007 Alphera also launched Self Serve Funding for automotive dealers. Self-serve funding allows Alphera Dealers to execute financial transactions electronically.

Alphera Financial Services integrated with the DealerTrack Canada website in 2007. Dealer Track Canada is a leading provider of on-demand credit application processing solutions in Canada. The website provides dealers with their funds within 24 hours after a transaction.

“This year has been a great success for Alphera in Canada”, said Nicolas Leduc, National Manager of Alphera Financial Services. “We have built great foundation and expect tremendous success this year through the launch of new programs, initiatives and our expansion into other areas in Canada”.

In January 2008, Alphera Financial Services launched its Commercial Vehicle Financing program in Canada. The initial Alphera launch was concentrated in the Greater Toronto Area, but in the year ahead Alphera is set to expand into the province of Quebec. Throughout 2008, Alphera will extend its services to include a range of Protection Products.

Alphera Financial Services is a member of the international network of BMW Group Financial Services. It operates in partnership with automotive and motorcycle dealers of all makes. Alphera Financial Services is represented in 26 countries around the globe, including the US, France, Australia, Italy, and Japan.

For more information, please visit [www.alphera.ca](http://www.alphera.ca)

BMW Group Canada, based in Whitby, 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

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and offers retail financing and leasing programs 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 38 BMW automobile retail centres, 17 BMW motorcycle retailers, and 22 MINI retailers represents the BMW Group across the country.

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