



Media Information
12 January 2011

MINI provides space for creative leaps. Partnership with snowboard manufacturer Burton and competition for the Creative Use of Space Award kick off in Laax, Switzerland.

Munich/Laax. Carmaker MINI marks the launch of its partnership with cult snowboard brand Burton at one of the world's major snowboarding events – the Burton European Open in Laax. Both brands will focus on providing their customers with plenty of riding fun as they join forces for the Burton Global Open Series (BGOS), with the Burton Canadian Open (1 to 6 February in Calgary, Canada) and the Burton US Open (7 to 13 March in Stratton, USA) still to come.

“MINI and Burton are the benchmark in their respective segments. This is a partnership between two very strong and emotional brands, both of which promote individual riding fun coupled with creative design,” says Dr. Wolfgang Armbrecht, Senior Vice President Brand Management MINI. “Snowboards and cars are more than just means of locomotion – they represent a lifestyle.”

Creative Use of Space Award for the most inventive run.

Both MINI and Burton believe it is important that not only the best technical tricks are rewarded, but that recognition should also go to displays and jumps that reflect maximum creativity, interaction with the environment and personal style. “Using limited space as creatively as possible” – what could be more in keeping with the MINI philosophy?

When the semi-final and final runs in the halfpipe and slopestyle competitions start tomorrow, camera teams will be filming the performances of riders taking part in the “Creative Use of Space” challenge. From 21 January, the most inventive displays will be posted as web clips on <http://www.facebook.com/MINI>. After each event, users can view the various clips and select their personal favourites using the “Like” option. The most popular clips from the BGOS events in Laax, Calgary and Stratton will be eligible for the global vote as event

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winners. The two overall winners of the **Creative Use of Space Award** will be named at the end of March. MINI will reward the most creative female and male rider with a cash prize of US\$25,000 each.

Anyone participating in the online voting will automatically be entered into a prize draw for a trip for four to one of the Burton Global Open Series events in the 2011/12 season.

For further information on this collaboration and the **Creative Use of Space Award** please go to:

<http://www.facebook.com/mini>

<http://www.minispace.com/burton>

<http://www.youtube.com/mini> (from 14 January 2011)

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