



Media Information

March 5, 2013

- Check against delivery -

Harald Krüger

**Member of the Board of Management of BMW AG,
MINI, BMW Motorrad, Rolls-Royce, Group Aftersales**

Dr. Kay Segler

Head of MINI Brand Management

MINI Press Conference

**83rd International Geneva Auto Show
Geneva, March 5, 2013**

Media Information

March 5, 2013

Date

Subject

MINI Press Conference International Geneva Auto Show

Page

2

Harald Krüger, Member of the Board of Management of BMW AG,
MINI, BMW Motorrad, Rolls-Royce, Group Aftersales

Ladies and Gentlemen,

Welcome to MINI!

I am very proud to present MINI here in Geneva.

MINI is a brand with thousands of fans here in Switzerland and more than seven and a half million fans on facebook worldwide.

It's a brand with a new sales record last year.

And it's the most exciting small car brand in the world.

These accomplishments are thrilling to achieve. And today we are sharing this thrill with you, showcasing MINI's driving fun and athletic sportiness.

When you think about the sportiest models in MINI's line-up, of course you think of John Cooper Works. To create their personality, a pure racing experience was taken directly from the race-track into the hearts of these cars.

Today we are proud to present our seventh John Cooper Works model, the MINI John Cooper Works Paceman. This newest John Cooper Works family member is the perfect blend of urban style and pure driving fun.

It is rivaled by his older brother, the MINI John Cooper Works Countryman.

Both cars are top athletes;

Both strive for maximum precision; and

Both crave speed.

Media Information

March 5, 2013

Date

Subject

MINI Press Conference International Geneva Auto Show

Page

3

Ladies and Gentlemen,

Now let's take a look at the shortest race ever with the combined power of 436 horses!

To tell you more about these powerful MINIs, please welcome Dr. Kay Segler.

Dr. Kay Segler, Head of MINI Brand Management

Thank you so much – I'm thrilled to see so many fans here at MINI and John Cooper Works.

Ladies and gentlemen, you're looking at a snapshot of an exciting urban race.

You see here, the MINI Paceman John Cooper Works. Not only is it the newest model in the John Cooper Works line-up, it is also the first real challenger to the MINI John Cooper Works Countryman.

The MINI John Cooper Works Paceman is the seventh member of the John Cooper Works model family. It turns every stop line on a city street into a starting line and every highway into a finishing straight.

From the outside, the Paceman can't hide that it loves to move. This is clear from the Paceman's elegant coupé-style roofline, long doors, and powerful rear. The standard-fitted aerodynamic kit adds further punch to the already dynamic mix.

This same flair is also captured in the interior. You can see it with the individual seats in the lounge-style rear. And the sports car ambience

Media Information

March 5, 2013

Date

MINI Press Conference International Geneva Auto Show

Subject

Page

4

that comes as standard in every John Cooper Works model adds to its appeal even further.

This model is also the first compact Sports Activity Coupé to become a full member of the elite performance club. The MINI John Cooper Works Paceman boasts a four-cylinder turbocharged engine pumping out 218 horsepower, lowered sports suspension, and MINI ALL4 all-wheel drive. These elements are built on a wealth of motor sport expertise and come as standard.

Ladies and gentlemen, you know I can't talk about "motor sport" and "MINI ALL4" without also mentioning the Dakar Rally – and the MINI ALL4 Racing's second victory in a row. This has prompted us to plan the launch of an extreme and exclusive special-edition model: the MINI John Cooper Works Countryman ALL4 Dakar Winner 2013. With design and equipment features celebrating this latest triumph in the world's toughest rally, it is a perfect expression of these victories.

Only 11 MINI John Cooper Works Countryman ALL4 Dakar Winner 2013 will be produced – one for each overall victory in the Dakar racked up by the man I'm about to introduce. Please join me in welcoming the winner of the 2012 and 2013 Dakar Rally in a MINI ALL4 Racing – Stéphane Peterhansel.

Interview Harald Krueger with Stéphane Peterhansel

H. Krüger: Welcome Stéphane, you know all about winning. So, what's your secret—what's essential to keep winning time and again?

Media Information

March 5, 2013

Date

Subject

MINI Press Conference International Geneva Auto Show

Page

5

S. Peterhansel: There's no secret, but in my eyes there are three important elements:

The absolute will to win, endurance and competitive spirit and a car with just the same attitudes. By the way, what are the plans for MINI, will we see further models in the future?

H. Krüger: MINI intends to grow and will reach new customers and markets worldwide. And you can happily look forward to driving your next racing car. Can we count on you for the next Dakar? How do you manage to motivate yourself again and again?

S. Peterhansel: I'm inspired by what Steve McQueen said in the „Le Mans“ movie: „When you're racing, it's life. Anything that happens before or after is just waiting!“

H. Krüger: Good luck again, Stéphane.

Now, ladies and gentlemen, please join us and take a closer look at these fantastic new MINIs. Thank you.