



Press release

MINI Roadster named 'best open-top' at What Car? Awards.

MINI Cooper S Roadster has scooped the title of best open-top at What Car? Car of the Year Awards 2013 - MINI celebrates record breaking sales year in the UK.

Munich/Oxford. The MINI Cooper S Roadster has scooped the title of best open-top at the prestigious What Car? Car of the Year Awards 2013. Chas Hallett, editor of What Car? said: "MINIs are all about fun and the Roadster delivers it in spades – in fact we think it's the most fun MINI yet. Drop the roof and the MINI Roadster feels like a modern-day version of classic British sports cars such as the MGB and Lotus Elan – only better."

The award comes hot on the heels of MINI's record breaking sales year in the UK, with the brand recording 51,234 vehicle registrations in 2012, the highest since the brand's launch in 2001. The MINI Roadster was launched in the UK in April 2012 and the two seat soft-top has exceeded initial sales expectations. Built at MINI Plant Oxford, the MINI Roadster reincarnates the spirit of classic British roadsters by combining a high quality interior with class leading engines, delivering MINI's hallmark agility and 'go-kart' handling.

Bayerische
Motoren Werke
Aktiengesellschaft

Postal address
BMW AG
80788 München

Telephone
+49-89-382-23662

Internet
www.bmwgroup.com



Press release

Date
Subject MINI Roadster named 'best open-top' at What Car? Awards.
Page 2

For any queries, please contact:

Corporate Communications

Andreas Lampka, Head of Communications MINI
Telephone: +49 89-382-23662, Fax: +49 89-382-20626
E-Mail: andreas.lampka@mini.com

Internet: www.press.bmwgroup.com

The BMW Group

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI, Husqvarna Motorcycles and Rolls-Royce brands. As a global company, the BMW Group operates 29 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2011, the BMW Group sold about 1.67 million cars and more than 113,000 motorcycles worldwide. The profit before tax for the financial year 2011 was euro 7.38 billion on revenues amounting to euro 68.82 billion. At 31 December 2011, the BMW Group had a workforce of approximately 100,000 employees.

The success of the BMW Group has always been built on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last seven years.

www.bmwgroup.com

Facebook: <http://www.facebook.com/BMWGroup>

Twitter: <http://twitter.com/BMWGroup>

YouTube: <http://www.youtube.com/BMWGroupview>