



Press release

## **New MINI is voted "Best-looking car of 2014" in its class.**

The latest generation of the original in the small car premium segment has won the "Autonis" award in the latest reader's vote by automobile magazine "auto, motor und sport".

**Munich.** On the market since spring 2014, the new MINI makes an instant impression - with its classic proportions, the typical three-way structure of its body, all-round greenhouse and roof, and a modern interpretation of hallmark brand design features. The new model, extended in length by some ten centimetres, has now been voted by readers of the automobile magazine "auto, motor und sport" as one of the best-looking new models on the German automotive market. With its powerfully expressive and distinctive design, the new MINI has not only impressed expert juries in important competitions, it has also left its mark on public perception.

Published in Stuttgart, the automobile magazine called on its readers to vote for "The best-looking cars of 2014" from among 94 vehicles in ten categories. 17 378 readers and online users took part this year. The new MINI finished first in the class of the so-called "minicars", where it was up against seven new models of other brands. The vote count was legally certified by a notary.

"We at MINI Design are particularly proud to have won this award. Positive feedback from customers and fans is very encouraging to us in our day-to-day design work for the MINI brand," explains Anders Warming, Head of MINI Design. "We very much look forward to pursuing this work further."

The latest edition of the MINI features an evolutionary refinement in terms of design and an extensive upgrade of product substance that benefits its sporty, agile handling, ride comfort and efficiency as well as enhancing its unmistakable charisma, functionality and premium style. The additional sporty flair and efficiency achieved

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by means of new engines fitted with MINI TwinPower Turbo Technology, likewise newly developed transmissions and extensive MINIMALISM technology is reflected in even more dynamic lines and strikingly shaped surfaces. The aerodynamic properties of the new MINI have also been further optimised as compared to the predecessor model.

Details with a particularly high-end finish and precisely drawn contours in the area of the headlamps, rear lights, turn indicator surrounds and other hallmark design features underscore the maturity of the latest MINI generation. In this way, the car's high-end design has become a symbol of its superior level of technology, which includes options such as adjustable dampers and LED headlamps as well as a wide range of driver assistance systems such as the MINI Head-Up-Display and Driving Assistant.



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### The BMW Group

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. 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 2013, the BMW Group sold approximately 1.963 million cars and 115,215 motorcycles worldwide. The profit before tax for the financial year 2013 was € 7.91 billion on revenues amounting to approximately € 76.06 billion. As of 31 December 2013, the BMW Group had a workforce of 110,351 employees.

The success of the BMW Group has always been based 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.

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