

Press release  
20 May 2015

## **MINI Fans meet in Lithuania for the first time.**

Major event to take place in honour of the small British car: Participants from all over Europe are expected for the "International Mini Meeting 2015".

**Munich / Zarasai.** Small car, big party: For more than five decades, enthusiasts from all over the world have been sharing their passion for the classic Mini. And once a year they celebrate the iconic British car at a very special event: the International Mini Meeting (IMM). From 21 to 25 May 2015, classic Mini drivers and enthusiasts will meet in Lithuania for the first time. The picturesque lakeside scenery around Zarasia in the north-east of the Baltic state will be the setting for the IMM 2015 where visitors from all over Europe are expected.

The MiniPeople Club Lithuania, founded in 2008 with more than 250 members, will be hosting the visitors from all corners of the European continent. The club's organisation team had successfully bid for the 2015 IMM event in 2013 and has put a lot of dedication and creativity into preparing the event since then.

The event grounds are located on an island which can be reached by road and offers overnight accommodation on large camping sites close at hand. Live music, fun and sports competitions, an orientation rally as well as car and club presentations are the framework for this social gathering, all typical characteristics for the IMM. There will also be a parts and accessories market, slalom races and awards for the most beautiful, extraordinary and fastest versions of the classic Mini. The program also includes a classic Mini convoy on the roads surrounding the festival grounds. The guest of honour at the IMM 2015 is the Finnish "Rally Professor" Rauno Aaltonen who won the Monte Carlo Rally in a classic Mini in 1967.

The International Mini Meeting has been one of the highlights on the calendar of the Mini Club scene since 1978. In the meantime the meeting has become a generation-spanning event in several respects. Many visitors see the IMM as an opportunity for going on a family outing. For this reason the Lithuanian hosts have put together a varied children's program. What is more

Bayerische  
Motoren Werke  
Aktiengesellschaft

Postal address  
BMW AG  
80788 München

Telephone  
+49-89-382-23662

Internet  
[www.bmwgroup.com](http://www.bmwgroup.com)



Press release

Date 20 May 2015

Topic MINI Fans meet in Lithuania for the first time.

page 2

modern MINIs have long been accepted into the crowd of lovingly cared for classic Minis. Starting with the first MINI, which was put on the road after the relaunch of the brand to the latest model generation, it has a lot of fun and driving history to show.

For further details on official fuel consumption figures, official specific CO<sub>2</sub> emissions and power consumption of new cars, please refer to the "Manual on fuel consumption, CO<sub>2</sub> emissions and power consumption of new cars", available at all sales outlets, from Deutschen Automobil Treuhand GmbH (DAT), Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen and at <http://www.dat.de/angebote/verlagsprodukte/leitfaden-kraftstoffverbrauch.html>. ManualCO<sub>2</sub> (PDF – 2.7 MB)



### Press release

Date 20 May 2015  
Topic MINI Fans meet in Lithuania for the first time.  
page 3

For any queries, please contact:

#### Corporate Communications

Andreas Lampka, Head of Communications MINI  
Telefon: +49 89-382-23662, Fax: +49 89-382-28567  
E-Mail: andreas.lampka@mini.com

Internet: [www.press.bmwgroup.com](http://www.press.bmwgroup.com)

Markus Sagemann, Head of Communications MINI, BMW Motorrad  
Telephone: +49 89-382-68796, Fax: +49 89-382-28567  
E-Mail: markus.sagemann@bmw.de

Internet: [www.press.bmwgroup.com](http://www.press.bmwgroup.com)

#### 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 30 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2014, the BMW Group sold approximately 2.118 million cars and 123,000 motorcycles worldwide. The profit before tax for the financial year 2014 was approximately € 8.71 billion on revenues amounting to € 80.40 billion. As of 31 December 2014, the BMW Group had a workforce of 116,324 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.

[www.bmwgroup.com](http://www.bmwgroup.com)

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

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

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

Google+: <http://googleplus.bmwgroup.com>