



Media Information
8 March 2011

Pavel Kryukov wins MINI Rookie Award at third Red Bull Crashed Ice World Championship stop. 64 athletes compete at minus twenty-two degrees in Moscow.

Moscow. On February 26, the third competition of the Red Bull Crashed Ice (RBCI) World Championship was held in Moscow, Russia. Overall winner in the Ice Cross Downhill competition was Artuu Pihlainen from Finland. As the fastest newcomer, Russian Pavel Kryukov took the **MINI Rookie Award** in his homecountry and wowed the audience of thousands of people. The **MINI Rookie Award** marks its debut in 2011 and honors the fastest novice on the RBCI track. Kryukov was pleasantly surprised by his success at the race and is very proud to have come this far in his very first race.

Peter Kronschnabl, president of BMW Group Russia, presented the award and summed up its significance: "Today we award the **MINI Rookie Award** to a person as fast and as faithful to his ideals as MINI and who overcomes any obstacles as easy as MINI." In addition to the impressive trophy, Pavel Kryukov now has the chance to indulge in some high-speed cornering not just on ice but on the road as well – behind the wheel of a MINI.

This is the second time carmaker MINI has supported the Red Bull Crashed Ice World Championship as official automotive partner, continuing the collaboration with Austrian energy drink producer Red Bull that was successfully launched last year. MINI sets great store by promoting young talent. Following the kick-off event in Munich in January, the second event in Valkenburg February and last weekend's event in Moscow, the **MINI Rookie Award** will also be presented at the Championships' final in Québec, Canada on March 19th.

You can find more information about the **MINI Rookie Award** online at:

www.facebook.com/MINI

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

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