



Press Release

November 6th, 2012

MINI goes to Santa Claus.

The MINI Family will be off to the Arctic Circle to visit Santa Claus and make a record-setting delivery.

MINI presents "MINI Goes to Santa Claus", an international project that perfectly embodies its unconventional nature, and for the first time, it will be competing for the Official Guinness World Records challenge.

MINI and Guinness World Records.

A convoy of MINIs will be travelling to Rovaniemi located at the Arctic Circle to bring Santa Claus Christmas letters written by children and adults from all over the world. At the same time, MINI will be competing for the Official Guinness World Records attempt by trying to assemble the longest wishlist to Santa Claus.

In order to set this world record, MINI has involved a total of 16 markets, spanning enough countries to amaze even Santa Claus himself, who certainly knows a lot about world tours.

The EU markets participating in this project are Germany, Italy, the United Kingdom, Portugal, Belgium, Bulgaria, Greece, Poland, Slovenia, the Czech Republic, Hungary, Romania and Slovakia. Outside Europe, Russia, the United States of America and Singapore will be joining the event.

On the road to the Arctic Circle.

On Saturday 24th November, the MINI family will leave BMW Group Headquarters in Munich and drive "one way" to Rovaniemi.

The journey will cover more than 3000 km, passing through some of the most beautiful European cities such as Copenhagen and Stockholm.

The MINI family.

The MINIs participating in this road trip are the MINI Clubman with its typically generous cargo capacity, the MINI Countryman with its excellent off-road qualities, the MINI Hatchback, the master of go-kart feeling, the MINI Coupe with its superior driving dynamics, the MINI Roadster for maximum driving fun and the MINI Cabrio, which offers that genuine topless experience

The new MINI Paceman.

The new MINI Paceman, the latest addition to the MINI family will welcome the MINIs as they arrive at Rovaniemi.

With its strong personality, the MINI Paceman offers an innovative combination of sporty and extroverted design. It is the first Sports Activity Coupe in the compact premium segment and boasts an unmistakable character. The MINI Paceman is the seventh model in the MINI family.

MINI

Corporate Communications

A very special guest at the event: Rauno Aaltonen.

Another very special guest will be awaiting the MINIs when they arrive: Rauno Aaltonen, the winner of the history-making 1967 Monte Carlo Rally aboard a classic Mini. At the Arctic Circle, Rauno will demonstrate his unequalled talent behind the wheel of a new MINI Paceman.

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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 eight years.

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