



Press release
18 March 2015

PIXELS: The latest sci-fi comedy by Sony Pictures sees the MINI Cooper S come to the rescue of the world.

Munich. Madcap chases, snappy dialogue, spectacular action scenes, old favourites from video games past, hope, heroes and, at the centre of the action, saviours in the guise of four MINI Cooper S 3 door models: that's what lies in store in the new Sony Pictures film PIXELS, set for release in US cinemas on 24 July. MINI – with the four main protagonists Adam Sandler, Peter Dinklage, Denis Akiyama and Josh Gad at the wheel – plays a very special role in the fight against the bad guys. The cast also features Kevin James and Michelle Monaghan.

Director Christopher Columbus drew inspiration for the Hollywood flick from an animated French short film by Patrick Jean which caused some serious online excitement around the world in 2010 with its homage to classic arcade games like Tetris, Pac-Man, Space Invaders and Donkey Kong.

MINI v Pac-Man.

In PIXELS, the world turns into a real-life video game. Extra-terrestrials pick up signals of the most popular games of the 1980s, including Space Invaders, in which players aim to destroy small pixelated aliens. The aliens misinterpret this as a declaration of war and swiftly dispatch oversized Pac-Man and Donkey Kong figures to various megacities in the world, where they turn everything they touch into pixels.

In order to save the world, the U.S. government recruits a group of four talented old-school arcaders from the 1980s, since their knowledge of the strengths and weaknesses of the video game characters is virtually unsurpassed. But to win the battle against Pac-Man and co. our four heroes still need a little outside help and so the government provides them with their own individual "MINI Ghosts" – four MINI Cooper S 3-door models bearing the names and colours of the Pac-Man Ghosts. Whether their mission is successful will be revealed in US cinemas from 24 July.

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MINI Cooper S 3 door plays the lead role.

The MINI Cooper S 3 door is not only extremely agile to drive, it also boasts exciting good looks. The latest generation of the original is designed for individualists and translates the legendary design language of the 1959 classic Mini into the present. With its extended product features and more detailed elaboration of the iconic design cues of its forerunner, the new generation unites the MINI heritage with forward-looking design and innovation.

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The BMW Group

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In 2014, the BMW Group sold approximately 2.118 million cars and 123,000 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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About Sony Pictures Entertainment

Sony Pictures Entertainment (SPE) is a subsidiary of Sony Entertainment Inc., a subsidiary of Tokyo-based Sony Corporation. SPE's global operations encompass motion picture production, acquisition and distribution; television production, acquisition and distribution; television networks; digital content creation and distribution; operation of studio facilities; and development of new entertainment products, services and technologies. For additional information, go to <http://www.sonypictures.com>.

About PIXELS

In Pixels, when intergalactic aliens misinterpret video-feeds of classic arcade games as a declaration of war against them, they attack the Earth, using the games as models for their various assaults. President Will Cooper (Kevin James) has to call on his childhood best friend, '80s video game champion Sam Brenner (Adam Sandler), now a home theater installer, to lead a team of old-school arcaders (Peter Dinklage and Josh Gad) to defeat the aliens and save the planet. Michelle Monaghan plays the team's unique weapons specialist. Brian Cox also stars. The action-comedy is directed by Chris Columbus from a story by Tim Herlihy and and Timothy Dowling, based on the original short film of the same name by Patrick Jean.
<http://pixelsmovie.tumblr.com/>