



# MINI CORPORATE COMMUNICATIONS

Media information

23 August 2022

## **MINI collaborates with Pokémon to present the MINI Concept Aceman including Pokémon Mode at gamescom 2022 as a new sponsor.**

**MINI is the new main sponsor of the gamescom merch area as well as the official mobility partner of gamescom and will exclusively present the MINI Concept Aceman with Pokémon Mode at the world's largest games event in Cologne from 24 August to 28 August 2022.**

**Munich/Cologne.** MINI will be the main sponsor at this year's gamescom in Cologne. In collaboration with Pokémon, MINI will be showcasing the MINI Concept Aceman with the exclusive Pokémon Mode at the world's biggest gaming event, playfully enriching the lives of MINI fans with fun and variety.

MINI and Pikachu stand for a light-hearted, curious approach to challenges, which is also reflected in the vehicle concept of the MINI Concept Aceman. To celebrate gamescom, the vehicle has been equipped with an exclusive "Pokémon Mode". In it, either the iconic Pokémon Pikachu or the famous Poké Ball takes over the OLED display as the new central instrument when operating the Experience Mode toggle. Through advanced projection technology, the animation extends across the dashboard, front doors and apron projection. Gamification will play an increasingly important role in MINI's distinctive design in the future, offering customers a unique experience. The cooperation brings together two iconic characters, that are a perfect match, and millions of fans.

On site, MINI encourages all gaming enthusiasts to keep playing with the "PLAY ON!" campaign and promotes a playful view of the world. Visitors to gamescom 2022 can recharge themselves and their smartphones in Hall 5.2 at Stand B10 / D19 in the spacious MINI Arena while enjoying DJ sets, water and popcorn. In addition, the unique MINI Concept Aceman Action Pack - wrapped in the typical clear box packaging - will become the ultimate collectible for fans. Parallel to the premiere of the MINI Concept Aceman at gamescom, the company is launching the MINIVERSE creating a fascinating digital world in which the MINI community can playfully discover the new concept car.

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All figures have already been calculated based on the new WLTP test cycle. NEDC figures listed have been adjusted to the NEDC measurement method where applicable. WLTP values are used as a basis for the assessment of taxes and other vehicle-related duties which are (also) based on CO<sub>2</sub> emissions and, where applicable, for the purposes of vehicle-specific subsidies. Further information on the WLTP and NEDC measurement procedures is also available at [www.bmw.de/wltp](http://www.bmw.de/wltp).

For further details of the official fuel consumption figures and official specific CO<sub>2</sub> emissions of new cars, please refer to the "Manual on the fuel consumption, CO<sub>2</sub> emissions and power consumption of new cars", available at sales outlets free of charge, from Deutsche Automobil Treuhand GmbH (DAT), Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen and at <https://www.dat.de/co2/>.

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### The BMW Group

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2021, the BMW Group sold over 2.5 million passenger vehicles and more than 194,000 motorcycles worldwide. The profit before tax in the financial year 2021 was € 16.1 billion on revenues amounting to € 111.2 billion. As of 31 December 2021, the BMW Group had a workforce of 118,909 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products

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