



MINI CORPORATE COMMUNICATION

Media information

29 July 2021

MINI PORTUGAL PARTNERS WITH VHILS STUDIO, IMINENTE AND UNDERDOGS THROUGH THE #MINI VOICES PLATFORM.



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MINI Portugal has announced a partnership with Vhils Studio, Iminente and Underdogs, which will focus on the creation of joint projects that aim to contribute to the improvement of urban life in cities through art.

Munich. In several European countries, MINI is supporting authentic entities and start-ups which are tackling today's social challenges with their unusual ideas and demonstrating how a sustainable, socially responsible future can be shaped. The #MINI VOICES platform is created for personalities and initiatives that have the potential to change the world. Their presence on MINI's social media channels gives them the opportunity to provide inspiration worldwide.

Company
Bayerische
Motoren Werke
Aktiengesellschaft

Postal address
BMW AG
80788 Munich
Germany

Phone
+49-89-382-38072

Internet
www.bmwgroup.com

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MINI Portugal's partnership with Vhils Studio, Iminente and Underdogs has been launched with a film demonstrating perfectly the four entities' shared values - tolerance; equality; solidarity; inclusion - and their passion for art, culture, and urban environments. Future joint projects this year will include a cinema as a new artistic area of the Festival Iminente. The drive-in cinema will be exclusively supported by MINI.

Pedro Faria, General Manager MINI Portugal, says: "We are very pleased with the partnership with these three cultural entities, recognized at national and international level, both for their talent and for their innovation. Being able to share experiences, learn about other perspectives and collaborate on various projects will allow the brand to assume an active voice in the celebration of urban culture, as a movement for the progressive transformation of cities."

"With this new partnership, we intend to continue our role as promoters of culture, and develop, together with MINI, artistic projects that can positively contribute to the enrichment of urban art and to the improvement of life in the cities", highlights Romain Trevisan, CEO of Vhils Studio, Iminente and Underdogs.

Finding unconventional solutions and rethinking what already exists has always been part of the MINI identity. With its clever use of space, the classic Mini was a pioneer in efficient mobility, predominantly geared towards the city lifestyle.

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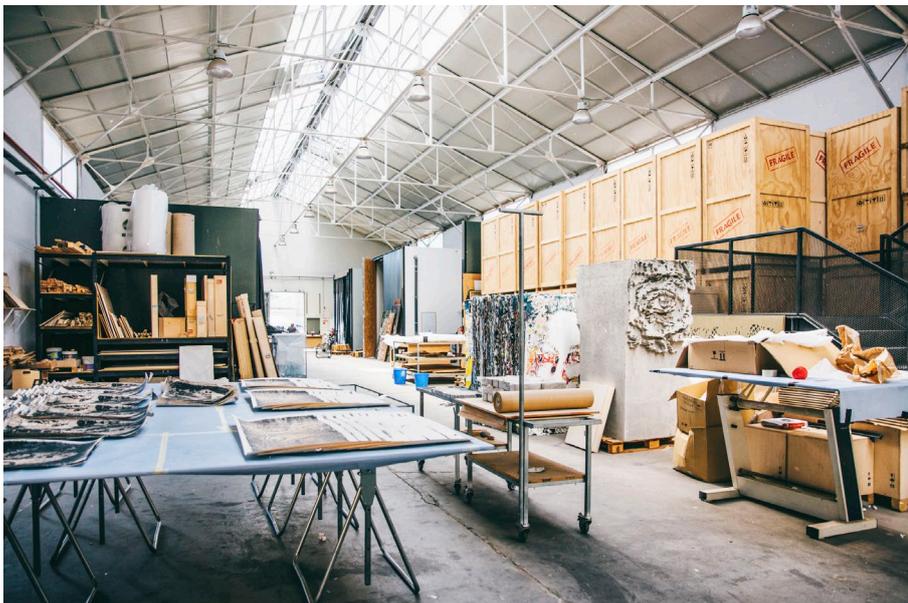
Today, the MINI Electric takes that spirit even further with an all-electric powertrain. Off the road, MINI has participated in several projects that seek to improve the quality of life in urban environments. This partnership, which will initially run for 12 months, underscores the importance of providing a new look at cities and of the well-being of all communities and different lifestyles.

For further information, please visit:

https://www.mini.com/en_MS/home/minivoices.html

About: Vhils Studio

Peeling away the layers of our material culture as a contemporary urban archaeologist, Portuguese artist Vhils reflects on the impact of urbanity, development and increasing uniformity on global landscapes and human identity. His unique visual language has been materialized through a vast body of supports and contexts, creating powerful propositions about the present human condition. His work is represented in several public and private collections in several countries.



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About: Iminente

Iminente is a comprehensive platform that aims to provide experiences of urban culture, promoting the relationship between cities, their inhabitants and creative production. Bringing together a diversity of artistic areas, including music, contemporary art, dance, performing arts, architecture, design, fashion, cinema, recitals, and gastronomy, it is the materialization of an urban creative movement that aims to create visibility and opportunities for artists, disseminating the urban culture.

About: Underdogs

Underdogs is a cultural platform based in Lisbon, Portugal, which brings together a gallery with two exhibition spaces, a public art programme, the production of artistic editions and the development of commissioned artistic projects. Established in 2010 and consolidated in its present form in 2013, Underdogs works with a diverse cast of Portuguese and international artists linked to the universe of contemporary urban-inspired art, fostering the development of close relationships between creators, the public, and the city to promote art as an everyday experience.



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In case of queries, please contact:

Corporate Communications

Sarah Bauer, Press Spokesperson Product Communication MINI

Tel.: +49-89-382-94180

E-mail: sarah.bauer@mini.com

Andreas Lampka, Head of Communication MINI

Tel.: +49-89-382-23662

E-mail: andreas.lampka@mini.com

Jennifer Treiber-Ruckenbrod, Head of Communication MINI and BMW
Motorrad

Tel.: +49-89-382-35108

E-mail: jennifer.ruckenbrod@bmwgroup.com



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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 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

In 2020, the BMW Group sold over 2.3 million passenger vehicles and more than 169,000 motorcycles worldwide. The profit before tax in the financial year 2020 was € 5.222 billion on revenues amounting to € 98.990 billion. As of 31 December 2020, the BMW Group had a workforce of 120,726 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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