



MINI CORPORATE COMMUNICATIONS

Media Information

9 September 2021

MINI AND THE IAA MOBILITY 2021: #BIGLOVE – A FEELING THAT LASTS.



Firma
Bayerische
Motoren Werke
Aktiengesellschaft

Postanschrift
BMW AG
80788 München

Telefon
+49-89-382-38072

Internet
www.bmwgroup.com

Visions for sustainable mobility and cities designed for excellent quality of living, fresh stimuli for the MINI community and a clear commitment to diversity: with its 'BIG LOVE from Munich' campaign the British premium brand left its mark at the International Motor Show and not only with the large-format mural on the tower of "Sugar Mountain" designed by the artist Lakwena.



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Munich. #BIGLOVE is the MINI way of showing how two small words can inspire positive action. Ever since the brand was born in 1959, MINI has been all about doing more with less and finding the most creative ways to use space. The current campaign being run by the British premium brand goes one step further. #BIGLOVE is an expression of diversity embraced in practice in all its forms, welcoming fresh thinking and new ideas no matter where they come from. At the IAA Mobility 2021 in Munich, the MINI brand presented its path towards more sustainable mobility and an inclusive future for everyone based on the claim “We’re all different, but pretty good together”.

For the duration of the trade fair, under the motto “BIG LOVE from Munich”, MINI contributed to the revitalisation of the vibrant industrial site in the suburbs of Munich called “Sugar Mountain”, which focuses on creativity, sport, personal fulfilment and community. The site of the former concrete factory is now enhanced by a multi-coloured mural on an old tower, designed by London-based artist Lakwena Maciver especially for the occasion. Lakwena’s artistic style thrives on bold statements and bright colours. Her aim is to make art accessible to everyone. This is why she mainly paints in public spaces, bringing art to people who might otherwise not have access to it. This approach makes her the perfect partner for MINI, conveyed in the messages that appear in her colourful mural with the words “DIFFERENT BUT GOOD TOGETHER” and “BIG LOVE”. The installation will continue to embellish the district of Obersendling in Munich after the IAA Mobility 2021 is over.

Sugar Mountain represented the kick-off of MINI’s IAA “Big love from Munich” campaign with MINI friends taking part in a wide range of activities here. Exciting matches on the World Club Tennis Court, high-speed races on the BMX pump track and laid-back tricks on the Jam Skate Park – they had plenty of space to spontaneously engage in sports or express their own personal style. There was also the opportunity to improve their DJ skills at a DJ set master class, with the sound of relaxed beats providing the perfect background for people to meet and relax in the spacious community area.



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Furthermore, adventurers and outdoor lovers alike experienced an urban campsite with the AUTOHOME special edition roof tents for the MINI Countryman. The roof tents, produced for the first time with recycled materials, are made with bottles collected from the ocean and fully match the brand's design and the MINI pioneering spirit, where every day offers new sustainable adventures and perspectives.

MINI's IAA BIG LOVE campaign continued in the MINI Pavillon at Lenbachplatz in Munich where visitors were able to take part in a variety of activities from culinary to sport. With displays created by British fashion designer Paul Smith, the MINI Pavilion was also transformed into a fascinating and versatile hotspot for fresh ideas. The MINI STRIP, a custom-made one-off car by Paul Smith in collaboration with MINI, presented here focused on the topics of sustainability and innovation for increased environmental protection. The MINI STRIP shines the spotlight on an innovative approach to the issue of sustainability in automotive manufacturing. Guided by the overarching theme of 'Simplicity, Transparency, Sustainability', the car showcases inspirational ideas for a more sustainable method of automotive design.

Visitors also had the opportunity to find out about the future design of individual mobility and urban living spaces through displays and panel discussions involving designers and visionaries from the creative tech start-ups that are being supported in connection with the MINI Start-up Accelerator URBAN-X. The ideas presented were then debated live with thought leaders from the dialogue platform "The Sooner Now" under the motto "The city of tomorrow is made today".

This dialogue between visionaries and the MINI community during the IAA Mobility 2021 in Munich was thus entirely dedicated to the crucial issues of our time facing MINI: urban mobility, sustainability, cosmopolitanism and individuality. In this way, the future-oriented brand was able to leave behind positive stimuli and a feeling that lasts – #BIGLOVE.



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Fuel consumption, CO₂ emission figures and power consumption are measured using the methods required according to Regulation (EC) 2007/715 as amended. They refer to vehicles on the German automotive market. With regard to ranges, the NEDC figures take into account differences in the selected wheel and tyre size, while the WLTP figures allow for the effects of any optional extras.

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 CO₂ emissions and, where applicable, for the purposes of vehicle-specific subsidies. For further details of the WLTP and NEDC measurement methods, see also www.bmw.de/wltp.

For further details of the official fuel consumption figures and the official specific CO₂ emissions of new cars, please refer to the “Manual on the fuel consumption, CO₂ emissions and power consumption of new cars” available free of charge at all sales outlets, from Deutsche Automobil Treuhand GmbH (DAT), Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen and at <https://www.dat.de/co2/>.

In case of queries, please contact:

Press and PR

Sarah Bauer, Press Officer Product Communication MINI
Telephone: +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
Telephone: +49-89-382-35108
E-mail jennifer.ruckenbrod@bmwgroup.com

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 automobiles 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 places

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sustainability and resource conservation at the centre of its orientation, from the supply chain to production to the end of the use phase of all products.

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