

Media Information
15 September 2008

Bzzzz. MINI Clubman. A MINI to die for!

Munich. Bzzzz. MINI Clubman. – this is the title of the new viral spot for the MINI Clubman. And this spot shows yet again how unusual the MINI brand is.



A community of flies is mourning the death of their beloved friend Zac. A priest has arrived at the cemetery and is giving a moving eulogy. Zac's friends accompany the funeral service, saluting and playing the violin – interrupted only

by the ringing of a mobile phone.

Not only the scenery is unusual. Elderly ladies aged between 73 and 84 play the main roles, in the form of insects in costumes. Production designer Marketa Korinkova from London, who is very well known in the film world, had the idea for the costumes and set. In the flies' cemetery, biscuits were used for the gravestones, and the fence is made from countless matches and washing pegs, which look gigantic. The scenes featuring the starring actresses were filmed in a green box. The elderly ladies loved filming in the famous Babelsberg Film Studios so much that one of them would not give up the chance of filming the scene in a stunt rig herself. She was lifted into the air for this, secured by ropes.





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It has been possible since 8 September to share the experience of probably the most beautiful death a fly could wish for. The viral spot for the new MINI Clubman is running at: <http://www.youtube.com/watch?v=HeHpHpj97P0>. The creation process for the spot can also be tracked online: http://www.youtube.com/watch?v=Av5Sl__bqj0. The Munich-based agency Webguerillas was responsible for the creation of the spot and it was produced by BIGFISH Berlin.

For further information and images: www.press.bmwgroup.com.

If you have any questions, please contact:

Corporate Communications

Micaela Sandstede, Business and Financial Communication, Marketing
Telephone: +49 89 382-61611, fax: +49 89 382-24418

Marc Hassinger, Business and Finance Communication
Telephone: +49 89 382-23362, fax: +49 89 382-24418

Internet: www.press.bmwgroup.com