



Media Information
11 March 2010

MINI launches Product Design Competition. **International design competition for the Centre Rail in the new MINI Countryman.**

In keeping with the brand's "Creative Use of Space" philosophy, MINI is holding an international design competition to celebrate the launch of the MINI Countryman in suitable style. The competition invites creative people around the world to design potential tools for the unique MINI Centre Rail in the new MINI model. The Centre Rail runs in a straight line between the seats of the Countryman, linking the front and rear of the interior, and offers a multifunctional platform on which to fix various travel items. Indeed, MINI has already come up with a range of clever attachments, such as sunglasses cases, cupholders, iPod docking stations and plenty more. The rail also offers handy stowage space in which to hide away charger leads for electronic devices like mobile phones and MP3 players. When it comes to using this new feature, creativity need know no bounds.

Entry to the design competition is via the innovative internet platform MINI Space; go to <http://www.minispace.com> for detailed information. The competition will run until 11 May 2010, and the designs submitted will be assessed by the MINI Design team headed by Gert Hildebrand. The three best ideas will be presented to the public as prototypes at the 2010 Paris Motor Show in October. The winner can look forward to the first prize of a four-day trip to Paris for two people, including a visit to the Motor Show. A selection of other top-quality prizes, such as MacBooks and iPods, are also up for grabs.

About the MINI Countryman.

This year MINI will add the long-awaited fourth variant to its model range. The MINI Countryman crossover bridges the gap between the classic MINI concept and a cutting-edge Sports Activity Vehicle. It is larger and taller than the Hatch, and can be ordered as an option with all-wheel drive. The Countryman is the brand's first model to come with four doors, a wide-opening tailgate and the MINI Centre Rail, a unique multifunctional guide rail running through the interior.

Company
Bayerische
Motoren Werke
Aktiengesellschaft

Postal Address
BMW AG
80788 München

Telephone
+49-89-382-20961

Internet
www.bmwgroup.com



Media Information

Date 11 March 2010
Subject MINI launches Product Design Competition.
Page 2

About MINI Space.

The MINI Space internet platform is an urban initiative by MINI that revolves around creative projects, competitions and events. It is rooted in the fundamental idea of "Creative Use of Space". At its core is innovative design, in keeping with MINI itself. The aim of this network is to bring creative people and projects together. Check out <http://www.minispace.com>

For questions please contact:

Susanne Spatz, Product Communications MINI
Telephone: +49-89-382-20961, Fax: +49-89-382-20626

Cypselus von Frankenberg, Product Communications MINI
Telephone: +49-89-382-30641, Fax: +49-89-382-20626

Media Website: www.press.bmwgroup.com
E-mail: presse@bmw.de