



Media Information  
11 August 2010

## **MINIspace.com nominated for German Design Award 2011** **“Creative Use of Space” a favourite to win**

**Munich.** MINI has been active in the field of community marketing and social media marketing since 2007. Its brand community website, MINIspace.com, has already won several awards and is now nominated for the German Design Award. The community's 80,000-plus members come from more than 200 countries. The website provides them with regular updates on the latest trends in art, culture, fashion and design.

Innovative communications tools such as MINIspace.com, Facebook, Twitter and YouTube are part of the everyday life of MINI's target group.

MINI drivers are creative and like to share their ideas. So the interactive website, **MINIspace.com**, invites them to take part in regular competitions in various categories. For example, last year's annual MINI wall calendar was designed entirely by the community. Now, the community will be involved in the product design process for the first time. The best entries in the “MINI Countryman Centre Rail” competition have just been selected. Design ideas for the centre rail for the new MINI Countryman were evaluated and selected by the MINI design team and the top three ideas implemented. The prototypes will be on display at the Paris Motor Show in October 2010. All past competitions and registration for the “MINI Space Visualize Sound Competition” can be found at <http://www.MINIspace.com/competitions/>.

There is also something new from MINI on **Facebook**. Fans of the brand can win the first MINI Countryman worldwide. The competition got underway on MINI's Facebook page <http://www.facebook.com/MINI> on 2 August, 2010.

MINI is also getting ready for the iPad. The new **MINI TV App**, which users have been able to download for free from the iTunes App Store since 3 August, 2010, allows all MINI videos to be optimised for the iPad screen at <http://itunes.apple.com/us/app/mini-tv/id383613511?mt=8>.

The creative agency for MINI's social media and community marketing activities is KKLD of Berlin.

<http://www.MINIspace.com>  
<http://www.youtube.com/MINI>  
<http://www.facebook.com/MINI>  
<http://www.twitter.com/MINI>

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### **The BMW Group**

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 24 production facilities in 13 countries and has a global sales network in more than 140 countries.

The BMW Group achieved a global sales volume of approximately 1.29 million automobiles and over 87,000 motorcycles for the 2009 financial year. Revenues totalled euro 50.68 billion. At 31 December 2009, the company employed a global workforce of approximately 96,000 associates.

The success of the BMW Group has always been built on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last five years.