



Media Information
1 September 2010

MINI Countryman in full flow “Flow” TV ad portrays multiple MINI Countryman cars at once

Munich. MINI will release an innovative TV spot produced with cutting-edge film technology in September as part of its launch campaign for the new MINI Countryman. Under the campaign motto “MINI Countryman. Getaway”, this impressive piece of cinema showcases the versatility of the vehicle concept, and takes the viewer on a ride through the heart of Milan and around Lake Como. The MINI Countryman’s journey along every imaginable route is quite an adventure...

<http://www.youtube.com/MINI>

The new MINI Countryman commercial breaks the mould for traditional film advertising. New high-tech film technology mixes real cars with computer-generated images to produce unique, previously unseen effects.

The commercial was filmed in collaboration with well-known American director, Brian Beletic, and Sway Studios of Los Angeles, on location in Italy. The creative agency was BSUR, Amsterdam.

TV short clips

Several other commercials have already appeared on German television to mark the launch of the new MINI Countryman. Each of the short films adopts an unconventional storyline to highlight the MINI Countryman’s product features – 4 doors, more space (up to 5 seats), “All4” 4-wheel-drive and the versatile “MINI Centre Rail”

<http://www.youtube.com/user/MINI#p/c/ED548F1C04E5780C>

Print campaign

The MINI Countryman is also taking a new approach when it comes to print advertising. The focus here is on the “getaway” from the city to the country. These ads take MINI’s signature “look and feel” to the next level: The solid black backgrounds used in the past have been broken up to create a new dimension and “light boxes” added to make headlines stand out in 3D.

<http://www.facebook.com/album.php?aid=193607&id=115434098510>

<http://www.mini.com>

<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.