Media Information
14 February 2012

MINI Shooting Stars

**Up-and-coming stars drive MINI at the International Film Festival in Berlin**

**Munich/ Berlin.** At the Berlin International Film Festival, as part of "EFP SHOOTING STARS - Europe's best young actors", ten up-and-coming European actors will be driving past the red carpet of the Berlinale Palast in MINI vehicles that they have designed themselves. With the motto "MINI Brings Talent", the ten European Shooting Stars Adèle Haenel ("House of Tolerance"), Anna Maria Mühe ("November Child"), Antonia Campbell-Hughes ("The Other Side Of Sleep"), Hilmar Guðjónsson ("Either Way"), Isabella Ragonese ("The First Assigment"), Jakub Gierszał ("Suicide Room"), Ana Ularu ("Outbound"), Bill Skarsgård ("Simple Simon"), Max Hubacher ("The Foster Boy") and Riz Ahmed ("Four Lions") chose their favourite look. Quotes that look to the future and individual icons decorate the cars, drawing attention to the creative potential of the young actors. The young Italian actress Isabella Ragonese, for example, decided on the trend-setting quotation "Lightness, Quickness, Exactitude, Visibility, Multiplicity" from Italo Calvino for her 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, Husqvarna Motorcycles and Rolls-Royce brands. As a global company, the BMW Group operates 25 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2011, the BMW Group sold about1.67 million cars and more than 113,000 motorcycles worldwide. The profit before tax for the financial year 2010 was euro 4.8 billion on revenues amounting to euro 60.5 billion. At 31 December 2010, the BMW Group had a workforce of approximately 95,500 employees.

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 seven years.

For more than four decades, the BMW Group has been consistently committed to cinema and TV within the creative and cultural landscape. Product placement is an important element here that has played an essential role in our long-term image and product communication from the very beginning. However, this commitment is not limited just to television and film productions; the BMW Group also supports the industry's teaching facilities and countless industry events – from major, top-class film festivals through to small but ambitious cinema days.

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