



Press release  
20 February 2012

## **Let it snow! MINI supports the Burton European Open for the second year.**

### **MINI presents its Creative Use of Space Award to the most creative snowboarders and shape crews.**

**Munich/Laax.** From 25 February to 3 March 2012 the best snowboarders on the planet will meet up for the 13th time at the Burton European Open (BEO) in the Swiss resort of Laax. MINI has been a partner of the snowboard event, part of the Burton Global Open Series (BGOS), since the 2010/2011 season – something experienced pro rider and MINI fan Marko Grilc (28) from Slovenia is particularly happy about: “Creativity and the freedom to express yourself is what snowboarding is all about – and it’s the same for MINI. That’s why the two go so well together.” The four-times junior champion and winner of the Air & Style 2009 competition in Innsbruck can’t wait for the action to get underway in Laax: “This will be a home competition for me and the European snowboarding scene,” he adds.

### **Creative Use of Space Award with prize money of 65,000 US dollars.**

For the second year running the riders will get the chance to take home MINI’s **Creative Use of Space Award**. MINI presents the award to the male and female riders who nail the most innovative and progressive tricks in the halfpipe and slopestyle competitions at BGOS Open events (Canadian Open, Burton European Open & US Open). And under a new scoring system, creative performances also boost the riders’ points totals in the BGOS standings. Each Creative Use of Space Award is endowed with 5,000 US dollars and the winners are earning additional 25 extra points to add to their totals. For finalists, this can mean moving up a place or more in the BGOS standings.

### **Creative Use of Space Award also presented to shape crews for the first time.**

This year, the shape crews sculpting the slopestyle courses at each of the four event venues also enjoy recognition of their work. MINI pitches in to help the crews design an obstacle bearing the brand’s signature – and this is integrated into the slopestyle course as a set feature. A jury made up of snowboarding veterans, professionals and media experts will vote on the most creative course execution at the end of the BGOS season. So, as well as playing an active role in

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how the competitions unfold, the shape crews now also have the chance to earn 5,000 US dollars in prize money.

The MINI Creative Use of Space Award 2012 got off to a flying start at the Burton Canadian Open, which took place from 30 January to 5 February in Calgary. Next up are the Burton European Open in Laax and the Burton US Open (5 – 11 March) in Stratton. The BGOS female and male overall winners for 2011/2012 will each be presented with a MINI Countryman. MINI also supplies BGOS with the MINI Countryman for its competitor and VIP shuttle service.

Click on the following links to see the Creative Use of Space Award winners in action at the Canadian Open.

Halfpipe: <http://youtu.be/rmk7hlfebX4>

Slopestyle: <http://youtu.be/D224d7DKhiU>

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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 about 1.67 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.

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