



Press release
05 July 2012

MINI horn ensemble takes to the stage.

“God Save the Queen” toot nine MINI London 2012 special-edition models – Musicians from the London Philharmonic Orchestra give the British national anthem a fanfare feel.

London. The eyes of the world were focused on London as Great Britain celebrated the diamond jubilee of Queen Elizabeth II. And “God Save the Queen” is the message once again as the British capital looks ahead to its next major event from late July to early September. Just a few weeks before the world’s leading athletes go head-to-head in London, MINI UK and the London Philharmonic Orchestra got together to give the British national anthem a rather unusual twist. Nine professional members of the renowned orchestra and the horns of nine MINI London 2012 special-edition models duly joined forces for the job in hand. The result was a rousing performance which will provide a musical fillip for the British Olympic team as they launch their bid for medals in the most important sporting event of the year. MINI fans for whom the British premium small car is not only a cult object but also a cultural ambassador may like to hum their approval.

Pre-performance coordination and the dexterous touch of the experienced musicians ensured the MINI cars produced a suitably harmonious sound. Under the guiding hand of conductor Gareth Newman, the orchestra musicians – who provide a feast for the ears with trumpets, trombones and clarinets in their day jobs – also hit all the right notes for the MINI horn ensemble. “It’s the first time that we’ve attempted to play a piece using just car horns as instruments, and it was a fun and unique experience for us as musicians,” said Newman after the recording, which can be found on the internet at <http://tinyurl.com/cwjwwbk>.

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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 29 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 2011 was euro 7.38 billion on revenues amounting to euro 68.82 billion. At 31 December 2011, the BMW Group had a workforce of approximately 100,000 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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