



Press release  
17 September 2012

## **MINI and John Cooper Works: Journalists can now access information in eBook format for the first time.**

Innovative media service from MINI Product Communications – multimedia application for PC and tablet users available online.

**Munich.** For more than 50 years, the name John Cooper has been a byword for driving fun amplified by automotive mastery and racing expertise. Now the model range of the John Cooper Works brand, which resides under the MINI umbrella, is being augmented by the first all-wheel-drive top athlete – the MINI John Cooper Works Countryman. MINI is also venturing into new territory in its product communications. To mark the media launch of the MINI John Cooper Works Countryman, press information on the John Cooper Works model portfolio, accessories range, historical background and motor sport involvement is being made available in innovative eBook format for the first time. The multimedia application for PC and tablet users can be accessed online at <http://mini-press.com/john-cooper-works/>.

The John Cooper Works media information is available in English and German, and takes into account the needs of traditional print media as well as the particular requirements of online editors. The layout of the eBook gives users a quick and transparent overview of all the subject areas covered. Texts are backed up by related picture and video files, while a link in each of the model chapters takes you straight to the technical specifications of the vehicle in question. The download function allows journalists to access texts, photos, videos and specification charts at a click. The John Cooper Works media information in eBook format also contains an intelligent search function that displays all the results in a preview window.

All the text, picture and video files compiled for the John Cooper Works eBook have been formatted for use on a PC as well as an Apple iPad. The presentation style is also typically MINI. Historic film material, for example, is framed by a 1960s-look television set, while current video footage appears in a tablet-like display.

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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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