

Media Information
27 September 2012

MINI magazine “The MINI International” with new design. Re-launch of the MINI customer magazine.

Munich. The MINI International has a new design. The MINI customer magazine has been re-launched with a new look and new thematic concept, with the first edition to be presented today at the Paris Motor Show. At the core of the realignment is a new graphic concept even more focused on the lifestyle topics that interest its target readership. The whole magazine centres on the MINI approach to life.

The re-launch promises extraordinary stories about interesting people and exciting places. The main focus will be on the MINI Community, with presentations of MINI enthusiasts and their cars. Winners of contests within the community will also be featured in the magazine. MINI employees will have a voice, too: In the “MINI Master” column, they share what they love about their job. To keep things authentic, the magazine will not use models or excessive retouching and artificial lighting for its car photography. Cars will be presented as an authentic part of the protagonists’ world. A further thematic focus will be on urban trends. The idea is not just to cover these trends – but for MINI to play a part in shaping them.

The MINI feeling is also reflected in the magazine’s new design, with a new cover, trendy typeface, bright colours and an authentic and engaging visual language inside the magazine to round off the concept. Ralf Schepull, head of MINI Brand Communications, commented on the launch of the new magazine: “The MINI International magazine is unique and contemporary, and includes fans, customers and the MINI models equally. With its contemporary new look, illustrations and unusual design elements, The MINI International is thoroughly modern and reflects the MINI brand perfectly.”

In the first edition, artists Bompas & Parr take a drive through the London district and gastronomic hotspot of Bermondsey in a brand new MINI Cooper S Paceman. The two Bermondsey boys, who made a name for themselves as “food architects” with their artistic jelly creations, accompany the reader through the gourmet enclave of Maltby Street.

On a Californian road-trip from Silver Lake in Los Angeles to Palm Springs, with husband-and-wife designer team Rose Apodaca and Andy Griffith behind the

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wheel, the MINI Countryman undergoes an impressive transformation from stylish city car to agile crossover for desert driving.

The final report comes from Le Castellet, where 30,000 MINI enthusiasts gathered for the largest MINI United international MINI fan festival so far. The column "THE DASH" presents 35 exciting lifestyle products. The category "DRIVE-BY" features intriguing architectural buildings found along the side of the road, such as the petrol station designed by Arne Jacobsen in Denmark.

The new concept behind The MINI International was developed in collaboration with MINI's new publishing partner. After eleven years, responsibility for the magazine has now been transferred to renowned media entrepreneur Tyler Brûlé and his full service global design agency, Winkreative.

About The MINI International:

The MINI International has been published every year since 2001 in March and September and is geared towards MINI customers worldwide. It is available in eight languages with a print run of 420,000 copies in 85 markets currently. The print magazine is complemented by an iPad app in English, which can be downloaded from iTunes free of charge. It features the top ten stories from the magazine enhanced by short film sequences, game modules and interesting background information.

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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 eight years.

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