



Press Information

October 23 2012

## **MINI Brand Store turned to 'Club MINI Amsterdam' during Amsterdam Dance Event.**

**MINI first car brand with its own exclusive club.**

**Amsterdam.** MINI Brand Store Amsterdam turned in to an exclusive club for two days during the Amsterdam Dance Event (ADE). MINI turned the MINI Brand Store – usually the place to buy the MINI Lifestyle Collection – to Club MINI Amsterdam. MINI is the first car brand with its own club and more special: in the heart of Amsterdam, The Netherlands. The theme of MINI Collection 2012/2013 is 'The sound of MINI' so its own exclusive club is a perfect fit for MINI.

### **Amsterdam Dance Event**

With over 1,700 artists from around the globe performing in 75 of the best clubs in Amsterdam, ADE's festival has grown into the world's biggest club festival for the whole spectrum of electronic sub-genres. ADE offers 200.000 clubbers five days of guaranteed partying with a stunning total of 300 events taking place. The MINI Brand Store was one of those special locations. Specially for ADE it was transformed into an exclusive club. The MINI Brand Store with its central location in Amsterdam and with the international allure of the Hirsch building is the ideal location for a club.

MINI and Spotify – the successful streaming service - hosted two party's including performances of international well known DJ's such as DJ Chuckie, Gregor Salto and The Flexican. Both Dirty Dutch and Yours Truly became valued and well-attended concepts in the Dutch and International club scene. Dirty Dutch for example is a well-known concept in clubs in Miami, Las Vegas, London and Ibiza.

### **More Club MINI Amsterdam in 2013**

As a example for more customer involvement and to enjoy the MINI Lifestyle, The MINI Brand Store hopes to open its door more often in 2013 for Club MINI Amsterdam.

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# MINI

## Netherlands

### Corporate Communications

Press Release

Date **October 23 2012**  
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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.