



Press release
03 January 2013

Open-top motoring the natural way: MINI Convertible is class winner in new ÖKOTREND rankings.

AUTO TEST magazine publishes latest environmental rankings list – MINI Cooper D Convertible is most eco-friendly open-top model on the German market.

Munich. The most eco-friendly convertible on the German car market is a MINI. In the latest annual rankings from the ÖKOTREND Institute for Environmental Research, the MINI Cooper D Convertible took the top slot as the most environmentally-friendly car in the convertible category. The four-seater model's success was due not only to low fuel consumption and emissions, but also to systematic use of sustainable production processes at the MINI plant in Oxford. Another factor in the rankings from the independent ÖKOTREND institute is perceived corporate environmental and social responsibility. The latest ÖKOTREND results will be listed in full in issue 1/2013 of "AUTO TEST" magazine.

In the MINI Cooper D Convertible, hallmark MINI driving fun is in tune with nature at all times. That's partly down to the enjoyment of direct contact with the elements, but also because the convertible's 82 kW/112 hp four-cylinder diesel engine combines sporty performance with outstanding fuel efficiency. Average EU fuel consumption is 4.0 litres per 100 kilometres (70.6 mpg imp), with CO₂ emissions of 105 g/km.

The excellent balance between driving enjoyment and fuel consumption is achieved through systematically optimised engine design and extensive use of MINIMALISM technology. The standard equipment of the MINI Cooper D Convertible includes Brake Energy Regeneration, the Auto Start-Stop function and the Shift Point Display. Further features which increase fuel efficiency include electromechanical power steering, on-demand operation of ancillary units, and improved weight and aerodynamics.

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MINIMALISM features are standard on all current MINI models. As a result, 14 models from this British brand already have CO₂ emissions of less than 120 grams per kilometre. Extensive use of MINIMALISM technology is fully in line with the BMW Group's corporate strategy, which has long been geared to the principles of sustainability. This strategy has helped the BMW Group regularly achieve excellent results in independent third-party assessments. Earlier this year, for example, the BMW Group was named the world's most sustainable automotive manufacturer in the Dow Jones Sustainability Index for the eighth year running.

These factors also played a big part in the Group's latest strong performance in the ÖKOTREND rankings. Alongside vehicle-specific features, the ÖKOTREND criteria also include more general aspects such as material sourcing, production, recycling and corporate environmental and social responsibility. In the new rankings, the MINI Cooper D Convertible's excellent scores in these areas helped it achieve an overall rating as the most eco-friendly model in its class.



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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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