

Media Information  
21 January 2013

## **Campaign launch for new MINI Paceman**

### **A drive through New York City by night: MINI Paceman “Design with Bite” campaign gets underway with online videos**

**Munich.** The cross-media “Design with Bite” launch campaign for the new MINI Paceman is now underway with three online videos that provide an initial foretaste of the print, TV and web elements to follow. MINI embodies the extraordinary – representing fun and adventure like no other brand. Today marked the official start for the seventh model in the MINI model line-up: The latest TV spots can now be viewed online, before airing on television worldwide in February. The MINI Paceman is making its film debut as the world’s first Sports Activity Coupé in the premium compact segment – a new vehicle segment for MINI. The TV spots, which were filmed against the urban backdrop of New York, combine thrilling driving scenes with the MINI typical sense of humour. The videos can be viewed online at [http://youtu.be/urS\\_qmz7rE](http://youtu.be/urS_qmz7rE), <http://youtu.be/KmhFaRKYhXw>, <http://youtu.be/1SBhRfzKyRI>, on the MINI Brand Channel [www.youtube.com/MINI](http://www.youtube.com/MINI) and on Facebook at [www.facebook.com/MINI](http://www.facebook.com/MINI). More elements of the campaign can be found at [www.mini.com/paceman](http://www.mini.com/paceman). A separate social media special will follow in late February 2013.

#### **TV and print**

The 30-second TV spot entitled “Street Attitude” presents the MINI Paceman in its urban environment. Viewers follow a young MINI Paceman driver on his night-time drive home through New York City. He comes out of a record shop and gets into his MINI Paceman – then, after a brief stop at an Asian snack bar, he takes an elegant but sporty drive through the streets and alleyways of the bustling city, passing by galleries, trendy bars and architectural highlights. The viewer only realises where the drive is heading when the garage door slowly opens to reveal the inside of the driver’s loft. Why not make the MINI Paceman part of the apartment design? There are three versions of the spot with different endings.

The accompanying ads and posters are also designed to create a desire for a night-time drive in the MINI Paceman to less conventional destinations like underground clubs and design stores. Urban images and innovative slogans round out the print

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campaign, which will be launched worldwide from February on.

### **Social media**

The MINI Paceman's social media fans can also look forward to a new campaign in late February 2013. The social media campaign "Discover your inner Paceman" will use film to familiarise users with the MINI Paceman in a fun way. In an "Urban Personal Test Drive" past familiar hotspots and hidden highlights, intuition is the main guide through an interactive online world with the MINI Paceman. Users play an active role in shaping the course of their own adventure story. The use of HTML 5 technology, which supports completely new functionality, such as video and audio, and the integration of various social media platforms and apps, enables innovative control mechanisms, which open up totally new possibilities for interaction between users – in keeping with the community idea.

### **Web special**

The MINI Paceman now also has its own "web special" on national MINI websites: A personal 3D image or Magic Eye can be generated by clicking on one of several distinctive MINI Paceman features, such as the rear headlights, wheel-case or roof-line, and choosing an exterior colour. However, the image remains hidden in an individual pattern that only reveals the silhouette of the MINI Paceman if the viewer concentrates on the pattern long enough. These self-created 3D images can also be shared with friends via various social media channels, to make others curious about the unique design elements of the MINI Paceman. Magic Eye is now available at [www.MINI.com/paceman](http://www.MINI.com/paceman).

### **The MINI Paceman**

With its hallmark MINI go-kart feeling and exclusive interior ambience, the MINI Paceman remains true to the distinctive character and innovative, inimitable style of the British premium brand. With its powerful, dynamically-stretched coupé lines, two doors, large tailgate and two full-size individual rear seats, this seventh model in the MINI family complements the elegant sportiness of its proportions with a new rendering of



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the signature MINI interior.

For further information:  
[www.youtube.com/MINI](http://www.youtube.com/MINI)  
[www.facebook.com/MINI](http://www.facebook.com/MINI)  
[www.MINIspace.com](http://www.MINIspace.com)  
[www.pinterest.com/OfficialMINI](http://www.pinterest.com/OfficialMINI)  
[www.MINI.com/paceman](http://www.MINI.com/paceman)

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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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