



Press release
30 January 2013

MINI provides creative highlights of the off-piste variety at the season's curtain-raiser – the Burton European Open in Laax. **The MINI Countryman takes a turn for the artistic.**

Munich / Laax. The most prestigious freestyle event in the eyes of snowboarders, the Burton European Open (BEO), will once again slide into the Swiss resort of Laax on 4 – 9 February 2013 as the international snowboard elite do battle in the slopestyle and halfpipe categories. MINI, on the scene once again as presenting partner for the Burton Global Event Series (BGES), will lay on a creative and varied support programme. Topping the bill are the PirateArtCrew, who have answered MINI's call to Laax to stage a unique art event with a MINI Countryman. Added to which, the MINI Feature Award will be presented once again this year to the most creative park crew, and free test drives in a model from the MINI family will also be on offer.

RE:LAAX – the MINI Countryman Perspective: an art event in a container.

In a first for the BEO, a MINI Countryman will be chiselled artistically into a snowy landscape during the event. Hence MINI's invitation to the PirateArtCrew. Their art has earned them a regular gig with the world-famous Pirate Movie Production, purveyors of epic snowboard films that have made them a big name on the boarding scene. The crew run by Lukas Goller and Tobias "Ludschi" Ludescher will project a gradual reel of thrills and spills from the Burton European Open, along with snapshots of nature, onto a MINI Countryman. The creative process behind their "RE:LAAX – the MINI Countryman Perspective" installation will be on show for everyone to see in Laax. The MINI Countryman will be placed in a glass container in Café NoName at the mountain station and opened up to visitors at various times.

MINI Feature Award 2013 for the shape crew of the moment.

MINI and Burton will be getting together once again this year to present the coveted MINI Feature Award. The Award and accompanying prize money will be handed over to the shape crew who have conjured up the most creative MINI

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obstacle. In Laax, Roger Heid and his shape crew are preparing ingenious tricks to set the riders up for jumps you won't see every day. Meanwhile, Frank Wells at Snow Park Tech is responsible for cutting the slopestyle course over in Vail, Colorado (venue for the Burton US Open). Both teams get an advance cheque of US\$5,000 from MINI for their work, and the winner is ultimately crowned by a jury made up of competitors, Burton representatives, competition judges and media representatives.

The BGES events presented by MINI are held over the course of the year in four countries on three different continents. Next up after the Burton European Open in Laax will be the Burton US Open in Vail (25 February – 11 March 2013), followed by the Burton High Fives in New Zealand and the Burton Rail Days in Tokyo.

For more press information about the event, the program and to download press images, please visit:

www.burton.at/beo13
User: beo13
Password: 1c0n1C13!!

For more information on the MINI art project and the PirateArtCrew, please go to www.MINIspace.com

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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 2012, the BMW Group sold about 1.85 million cars and more than 117,000 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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