



Press release
13 February 2013

MINI goes Grammy. MINI makes its debut as official partner of the exclusive Warner Music Group after show party in Los Angeles.

Munich / Los Angeles. It was MINI's first appearance as the official partner of the Warner Music Group Grammy after party held in Hollywood February 10, 2013 following the 55th Annual Grammy Awards.

Staples Center in downtown Los Angeles once again served as the venue for the Grammy Awards, which have been presented annually since 1959. On the night of the event, 10th February, numerous winners of the Warner Music Group awards got inside one of the MINI Countryman models provided by MINI to be chauffeured to the Chateau Marmont, a familiar venue for Hollywood celebrities. This is where Warner Music Group staged its exclusive after show party for its artists and other celebrities including - Quincy Jones, Bruno Mars, Alessandra Ambrosio, Neil Patrick Harris and Muse

The focus of attention on the red carpet at Chateau Marmont located on the famed Sunset Boulevard was a MINI Convertible whose bonnet served as a VIPs guestbook for the artists and VIPs attending. Abundantly adorned with autographs from such luminaries as Sean Paul, Flo Rida and Sting, to name a few, the freshly embalmed one-off MINI will subsequently be auctioned off. The entire proceeds going to the charity organisation "MyMusicRX", which is a charity focusing on soothing and delighting hospitalized children, their families and medical professionals who care for them, by infusing the hospital environment with the healing power of music.

The host of the legendary after show party – Warner Music Group – is home to a broad roster of new stars and legendary artists, Warner Music Group is home to a collection of the best-known record labels in the music industry including Asylum, Atlantic, East West, Elektra, Fueled By Ramen, Nonesuch, Reprise, Rhino, Roadrunner, Rykodisc, Sire, Warner Bros. and Word, as well as Warner/Chappell Music, one of the world's leading music publishers, with a catalog of more than one million copyrights worldwide.

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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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