



Press release
18 April 2013

MINI presents the Kitesurf Tour Europe again this year. Season kicks off in southern France.

Munich. 2013 sees MINI partnering the Kitesurf Tour Europe once again and picking up from last year's shared success. MINI began backing one of Europe's fastest-growing trend sports in 2012, the world's first car maker to do so. The

MINI Kitesurf Tour Europe 2013 is the official European kitesurfing championship and a showcase for the most outstanding kitesurfers in the Freestyle and Racing disciplines. The competition comprises four stages, the first of which will be held from 30 May to 2 June 2013 in Almanarre Bay, one of France's most popular windsurfing and kitesurfing spots.

"Individualism, sportiness and power are qualities shared by MINI and kitesurfers alike," says Dr Kay Segler, Senior Vice President MINI Business Coordination and Brand Management, of the partnership. "Our sponsorship of the Kitesurf Tour Europe ideally complements our passionate commitment to young, creative sporting disciplines."

Top speeds and heady heights on the North Sea and Mediterranean.

Four European surf spots provide the venues for the MINI Kitesurf Tour Europe 2013. Kick-off is from 30 May to 2 June 2013 in the Bay of Almanarre on the French peninsula of Giens, before Europe's top kitesurfers measure up against each other on the German North Sea island of Sylt from 3 to 7 July 2013. The third stage (19-22 September) will be held on the beach at Hoek van Holland – Rotterdam's city beach – where the extreme athletes will once again pit their waterborne skills. The final event takes place in the Spanish coastal resort of Castelldefels, southwest of Barcelona, from 9 to 13 October 2013.

Thanks to its Europe-wide venues and international contestants, the MINI Kitesurf Tour Europe 2013 enjoys worldwide renown. Participants from more than 20 countries will join the tournament to compete for top placings and total prize money worth 40,000 euros.

MINI will be setting up surfer lounges at all the competition venues and presenting the latest models from the MINI family, which will also be available for test drives. For those interested in a dry kitesurfing run on terra firma, experts will



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be on hand in the MINI Kite Experience area to give them a first taste of this exhilarating trend sport.

Find out more about the MINI Kitesurf Tour Europe 2013 at: www.kitesurftour.eu

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The BMW Group

The BMW Group is the leading premium manufacturer of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 28 production and assembly facilities in 13 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 2012 was euro 7.82 billion on revenues amounting to euro 76.85 billion. At 31 December 2012, the BMW Group had a workforce of 105,876 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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