



Press release
25 May 2013

Roberto und Eva Cavalli unveil the Life Ball MINI 2013. MINI has been a partner of the AIDS charity event since 2001.

Munich/Vienna. For the 13th consecutive year, MINI has donated one of its models to the Life Ball to be styled by an internationally renowned designer for a good cause. 2013 sees the MINI Paceman endowed with the creative signature of Roberto Cavalli. A few hours before the start of the AIDS charity event on 25 May, the Italian fashion designer and his wife unveiled the one-off MINI during the official **Life Ball Press Conference**. As part of the AIDS Solidarity Gala in Vienna's Hofburg Palace, the Life Ball MINI 2013 will be auctioned from 17 hrs on, with the proceeds benefiting projects committed to combating AIDS. Tonight at Life Ball's magenta carpet Roberto Cavalli will present the MINI to the public.

The design of the Life Ball MINI 2013 by Roberto Cavalli.

A first glimpse of the Life Ball MINI 2013 unquestionably reveals the distinctive style of the famous fashion designer. Cavalli upgraded the exterior of the MINI Paceman – the youngest and seventh member of the MINI family – with an exclusive colour that has already featured in his own fleet of cars: a special iridescent paint that shimmers between black and brown depending on the incidence of light. This flamboyant paintwork accentuates the clear lines of the first Sports Activity Coupé by MINI and turns it into a very special one-off. The expressive Cavalli logo on the roof of the car along with his signature on the wide coupé door leave no doubt as to the designer who has left his unmistakable imprint on the car. The logo can also be found on the inside, where the headrests and sun visors feature the stylish motif. The interior design of the MINI Paceman is swathed in black, with individual gilded elements – such as the decorative stitching on the leather seats and the MINI Center Speedo surround – lending it an extravagant look. This is further reinforced by the hallmark Cavalli animal prints on the leather-lined steering wheel and parts of the instruments.

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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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