



Press release  
27 May 2013

## **The MINI designed by Roberto Cavalli achieves the biggest sum ever on behalf of AIDS LIFE at the 21st Life Ball in Vienna.**

### **Roberto Cavalli himself steers the Life Ball MINI 2013 along the Magenta Carpet.**

**Munich/Vienna.** Watched by tens of thousands of spectators, the Life Ball MINI 2013 by Roberto Cavalli last Saturday marked its first public appearance on the Life Ball's Magenta Carpet. With Roberto Cavalli behind the wheel and wife Eva Cavalli in the passenger seat, the Life Ball MINI 2013 formed the crowning conclusion to the costume parade that preceded the start of the show on Vienna's City Hall Square. The Italian designer rendered the youngest and seventh model in the MINI family in his highly distinctive style – gold elements inside and out, iridescent paintwork that shimmers from black to brown depending on the angle of light and the use of his hallmark animal prints make this MINI Paceman an unmistakably authentic Cavalli creation. A few hours before its premiere, the one-of-a-kind MINI was auctioned for a record 150,000 euros during the AIDS Solidarity gala. The entire proceeds will go to projects helping to combat HIV/AIDS.

### **Creative car design for AIDS LIFE since 2001.**

Since the beginning of the partnership in 2001, 13 unique MINI models have been created, with auction proceeds of more than half a million Euros flowing into projects dedicated to the battle against AIDS. Besides Roberto Cavalli, a whole line-up of iconic international designers have styled a MINI for this good cause, among them Dean and Dan Caten of DSQUARED<sup>2</sup>, Renzo Rosso for Diesel and Donatella Versace.

Ralf Schepull, Head of MINI Brand Communications, was delighted at the sum achieved by this year's Life Ball MINI: "We are very pleased that the one-off MINI has sold for a record price and can thus make a special contribution to projects dedicated to fighting HIV/AIDS. The charity principle is an important part of the MINI brand, which enjoys a unique platform through this partnership with the Life Ball."

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Under its motto "1001 Nights", this year's Life Ball once again brought together numerous celebrities, including Sir Elton John, Hilary Swank, Melanie Griffith, Barbara Eden ("I Dream of Jeannie"), Carmen Electra, Bill Clinton, Anna Netrebko, Erwin Schrott and Fergie, to raise global awareness of the HI virus and its consequences.

### **Life Ball 2013.**

AIDS was recognized as a clinical disease on 1 December 1981. Since then, major advances have been made in research as well as prevention. Nonetheless, HIV remains a significant challenge to health and development policies. Each year sees millions of people infected with the HI virus. The Life Ball has made it its mission to raise awareness of this and to campaign for tolerance, education and solidarity.

### **The social commitment of the BMW Group.**

One of the first companies in South Africa to do so, the BMW Group has been involved since 2000 with its own workplace program to counter HIV/Aids at its Rosslyn location. Educational and advisory work is complemented by voluntary HIV tests, treatment programs and psychological support.

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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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