



Press release
01 June 2013

Lonely Planet teams up with MINI for start of a 40th anniversary epic adventure.

Lonely planet has sent two travel writers from Lonely Planet Traveller magazine in a MINI Cooper D Clubman from London to Istanbul – celebration of seminal trip from London to Sydney in a classic Minivan.

Munich/London. To celebrate its 40th birthday, Lonely Planet has sent two travel writers from Lonely Planet Traveller magazine in a MINI Cooper D Clubman from London to Istanbul on the first leg of an epic 10.000 mile journey across Europe, Asia and Australasia.

The trip celebrates the seminal trip from London to Sydney made by Lonely Planet co-founders Tony and Maureen Wheeler, which also began in a classic Minivan and led to the publication of their first guidebook, "Across Asia on the Cheap", published in 1973. The book's success led to the start of the iconic travel publisher Lonely Planet.

The Wheelers paid just £60 for their ten year old Morris Mini Traveller, which they drove from London to Kabul in 1972. It had a top speed of 70mph and with its timber option would have cost £552 new. The 2013 MINI Cooper D Clubman, which the Lonely Planet team are driving from London to Istanbul, has a top speed of 122mph, a 1.6 litre engine putting out 112bhp and an average fuel consumption of 72mpg.

Travel has changed dramatically in the last 40 years and the 21st century journey reflects this, as the writers set out to prove that original and imaginative travel experiences are more accessible than ever before. The trip will be documented on the road using social media, blog entries, map updates, photos, videos and magazine features. The innovative approach will see the writers call on Lonely Planet's great network of travel experts and online community for suggestions of new and imaginative experiences to try along the way.

Bayerische
Motoren Werke
Aktiengesellschaft

Postal address
BMW AG
80788 München

Telephone
+49-89-382-23662

Internet
www.bmwgroup.com



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According to Lonely Planet Traveller editor Peter Grunert: "This is an incredibly exciting project for Lonely Planet, 40 years on we are still seeking the world's most original experiences out there on the road. The world has changed immeasurably in the past 40 years, with borders opening up, transport links improving and new technology available. We are recreating the trail blazing spirit of Tony and Maureen's first trip, using a similar MINI and route, but with a 21st century twist to reflect the world of travel today."

Co-founder Tony Wheeler said "I'm really excited to see how the trip turns out, travel has changed so much since 1972, with new destinations emerging such as Myanmar and others, like Afghanistan, no longer open to tourists. This is a great way to celebrate the heritage of Lonely Planet by recreating how it all began but with new technologies and ways of travelling for the 21st century. For me, Lonely Planet has always been about the journey, so it's great to still be out there on the road 40 years later."

The journey can be followed at: www.lonelyplanet.com/across-the-planet, on Twitter @LP40trip and in forthcoming issues of Lonely Planet Traveller magazine.



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For any queries, please contact:

Corporate Communications

Andreas Lampka, Head of Communications MINI
Telephone: +49 89-382-23662, Fax: +49 89-382-20626
E-Mail: andreas.lampka@mini.com

Internet: www.press.bmwgroup.com

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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