

Media Information  
14 September 2015

## **MINI goes virtual reality** **MINI becomes first brand to use virtual-reality storytelling**

**Munich.** MINI is planning a global marketing campaign using individual virtual-reality technology. The automotive brand will show two 360-degree short films, which allow viewers to roam freely in virtual space. MINI will therefore become the first brand ever to harness the huge potential of virtual-reality (VR) technology for top-quality storytelling. This move also underscores the brand's positioning as an innovative company that explores new directions in communications.

The two six-minute shorts "Real Memories" and "Backwater" have been available on YouTube and the campaign website [www.mini.com/360](http://www.mini.com/360) in more than 20 countries worldwide since 8 September 2015. The films are being promoted through YouTube pre-rolls and on various social-media platforms, including Facebook, Twitter and Instagram.

The films were shot in Barcelona using a custom stereo rig with nine RED Dragon cameras offering a combined resolution of 14k. A custom 7 GoPro camera rig was developed specially for scenes inside the car. The films can be viewed directly online in a browser or on any smartphone with an installed YouTube app. They will also be available shortly for Samsung Gear VR and Oculus Rift virtual-reality viewers.

For its global marketing campaign, MINI plans to distribute a total of free 140,000 MINI Virtual Reality Cardboard Viewers worldwide (the viewer is based on the new version of Google Cardboard presented this summer). [mini.com/360](http://mini.com/360) provides a list of where these virtual-reality viewers are available.

In addition to the two VR films, the campaign website also features other exciting video content: two trailers, a making-of video and brief clips of the actors discovering the features of the MINI Connected system during breaks in shooting.



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### **The BMW Group**

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 30 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2014, the BMW Group sold approximately 2.118 million cars and 123,000 motorcycles worldwide. The profit before tax for the financial year 2014 was approximately € 8.71 billion on revenues amounting to € 80.40 billion. As of 31 December 2014, the BMW Group had a workforce of 116,324 employees.

The success of the BMW Group has always been based 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.

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