



Media information

10. July 2018

## **MINI John Cooper Works: Successful in motorsports, on the road and at the Cannes Lions 2018.**

Current marketing campaign conjures up the spirit of historic Monte Carlo Rally victories – brand film wins both gold and silver twice at the most important advertising festival in the world.

**Munich.** MINI John Cooper Works continues on its track of success. The brand keeps thrilling more and more MINI fans all over the world with its extreme sports orientation and race feeling. The marketing campaign for the current John Cooper Works models also takes the brand to top positions on the winner’s rostrum. The most recent highlights are the outstanding results achieved at the Cannes Lions 2018, the world’s most renowned festival of the advertising industry. The brand film titled “The Faith of a Few” won two golden and two silver lions in the Film Craft category.

The highly emotional campaign for MINI John Cooper Works conjures up the spirit of the brand’s rally sports activities from the 1960s. The classic Mini raced to overall victory three times at the famous Monte Carlo Rally. The wins of 1964, 1965 and 1967 turned the small British car into a motorsports legend – not least because they completely surprised many experts and therefore were received with frenetic celebrations by the crowds. The successes were above all owed to the great commitment and dedication of John Cooper. The sports car designer was a friend of Alec Issigonis, the creator of the classic Mini, and convinced him of designing a competitive sports version on the basis of the car that was originally intended as an economical family car. The film “The Faith of a Few” takes the viewer back to the year of the classic Mini’s first Monte Carlo victory. The authentic scenery makes the racing action and the crowd’s enthusiasm come alive, recalling the exciting days in January 1964 when the Mini Cooper S crossed the finish line in first place facing off the considerably more powerful competition and all the sceptics as well.

**Firma**  
Bayerische  
Motoren Werke  
Aktiengesellschaft

**Postanschrift**  
BMW AG  
80788 München

**Telefon**  
+49-89-382-61742

**Internet**  
[www.bmwgroup.com](http://www.bmwgroup.com)



Media information

Date 10. July 2018

Topic MINI John Cooper Works: Successful in motorsports, on the road and at the Cannes Lions 2018.

Page 2

The brand film that impressed the Cannes Lions 2018 jury, conveyed the clear message: “There is a legend in every MINI.” In the closing sequence, the current MINI John Cooper Works appears side by side with the classic MINI Cooper S, thereby transferring the glorious past to today’s extreme driving pleasure. “The emotionally powerful images in the film impressively highlight how the fascinating history continues to live on in the current John Cooper Works models and products”, says Marc Lengning, Head of MINI Brand Management. The brand film is part of a comprehensive brand and product campaign showing how the combination of sportiness and exclusivity, traditional know-how and advanced technology brings racetrack feeling to the road. “The success in Cannes crowns the outstanding performance of our current campaign and shows that not only John Cooper Works models are true winners, but the marketing behind them, too”, says Sebastian Mackensen, Senior Vice President of MINI. The current brand campaign was created together with the agency Jung von Matt Spree; the Cannes brand film winner was produced by Anorak Film.

Apart from the four top athletes in the MINI model range, which achieved record sales in 2017 as well as in the first five months of 2018, the John Cooper Works special equipment and accessory products transport the brand’s legendary performance qualities. The optional John Cooper Works packages add thrilling sports appeal to all current MINI models. The John Cooper Works retrofit products are characterised by motor-racing looks and performance-oriented technology. Every MINI driver can use them to give his MINI just the kind of race feeling he is looking for.

The image of the John Cooper Works brand is, however, not only based on historic victories. More than 50 years after the third triumph in Monte Carlo, John Cooper Works know-how is still leading to victory after victory in motorsports, as proved by the brand’s latest rally successes. Four wins in a row at the Dakar Rally have definitely secured MINI and John Cooper Works a place in recent motorsports history. Currently the MINI John Cooper Works Rally is dominating the action in

## Media information

Date 10. July 2018

Topic MINI John Cooper Works: Successful in motorsports, on the road and at the Cannes Lions 2018.

Page 3

long-distance rally sports. After winning the Italian Baja recently, the team extended its lead in the FIA Cross Country Rally World Cup 2018.

Fuel consumption, CO<sub>2</sub> emission figures and power consumption were measured using the methods required according to Regulation (EC) 2007/715 as amended. The information is based on a vehicle with basic equipment in Germany; ranges take into account differences in wheel and tyre size selected as well as optional equipment.

The information has already been calculated based on the new WLTP test cycle and adapted to NEDC for comparison purposes.

In these vehicles, different figures than those published here may apply for the assessment of taxes and other vehicle-related duties which are (also) based on CO<sub>2</sub> emissions.

For further details on official fuel consumption figures, official specific CO<sub>2</sub> emissions and power consumption of new cars, please refer to the "Manual on fuel consumption, CO<sub>2</sub> emissions and power consumption of new cars", available at all sales outlets, from Deutsche Automobil Treuhand GmbH (DAT), Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen and at <http://www.dat.de/angebote/verlagsprodukte/leitfaden-kraftstoffverbrauch.html>. Manual CO<sub>2</sub> (PDF - 2.7 MB)

In case of queries, please contact:

### Press and PR



Matthias Bode, Press Officer Product Communication MINI  
Telephone: +49-89-382-61742, Fax: +49-89-382-28567  
E-mail: [matthias.bode@mini.com](mailto:matthias.bode@mini.com)



Andreas Lampka, Head of Communication MINI  
Telephone: +49- 89-382-23662, Fax: +49 89-382-28567  
E-mail: [andreas.lampka@mini.com](mailto:andreas.lampka@mini.com)



Markus Sagemann, Head of Communication MINI, BMW Motorrad  
Tel.: +49 89-382- 68796, Fax: +49 89-382-28567  
E-mail: [markus.sagemann@bmw.de](mailto:markus.sagemann@bmw.de)



Media information

Date 10. July 2018

Topic MINI John Cooper Works: Successful in motorsports, on the road and at the Cannes Lions 2018.

Page 4

## **The BMW Group**

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

In 2017, the BMW Group sold over 2,463,500 passenger vehicles and more than 164,000 motorcycles worldwide. The profit before tax in the financial year 2017 was € 10,655 billion on revenues amounting to € 98,678 billion. As of 31 December 2017, the BMW Group had a workforce of 129,932 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.

[www.bmwgroup.com](http://www.bmwgroup.com)

Facebook: <http://www.facebook.com/BMWGroup>

Twitter: <http://twitter.com/BMWGroup>

YouTube: <http://www.youtube.com/BMWGroupview>

Google+: <http://googleplus.bmwgroup.com>