

Media information

7 October 2021

MINI SPAIN CHAMPIONS MANU SAN FÉLIX AND HIS OCEAN VIDEO SERIES THROUGH THE MINI VOICES PLATFORM



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Through a three-part video series, marine biologist, photographer and explorer, Manu San Félix, shares his key discoveries and explains how we can love and protect the oceans. All three videos are available to view now on: https://www.mini.com/en_MS/home/minivoices/manu-san-felix.html



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Munich. MINI Spain is endorsing Manu San Félix and his triple marine project "An Unexpected Journey" via the MINI Voices platform. Through a three-part chapter series encompassing his main projects - "Posidonia Finder Free App", "Pristine Seas" and "Diving School" - the marine biologist, reporter and explorer shares his discoveries with others and provides information on how to protect and love the oceans. "People protect what they love, but they only love what they know," says the diver who has been researching and diving the seas around the world for more than 30 years.

With MINI Voices, a platform has been created for people and initiatives that have the potential to change the world. In several European countries, MINI supports true drivers of change and start-ups tackling today's social challenges with their unusual ideas demonstrating how a sustainable and socially responsible future can be shaped.

"We fully support and endorse San Félix's innovative commitment to sustainability and have been accompanying the explorer through some of his most unexpected journeys and discoveries. We are delighted to be able to support sustainable initiatives beyond the automotive industry", says Carlos Martínez, Head of MINI Spain.

"An Unexpected Journey" – An overview

Chapter 1, "In Search of the Mediterranean Blue", focuses on the well-known Posidonia marine plant, endemic to the Mediterranean, and the greatest discovery of the marine biologist's career. Thanks to the Posidonia Maps App, which San Félix developed together with a team of technicians, a solution has been provided to help preserve these species whose role is key in the Mediterranean ecosystem.

Chapter 2, "Teaching to Save the Planet", highlights the dedication with which Manu San Félix has been promoting knowledge and love for the



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ocean from his diving school in Formentera, exploring what led him to open it and the challenges he faces every day to ensure the future of the world's oceans.

Chapter 3, "The last ice", narrates how Manu San Félix's intervention has helped protect pristine seas, that is, those that remain virgin to the action of human beings, such as marine reserves. Through his work within the National Geographic project "Pristine Seas", however, the imminent thawing of the Arctic threatens to open new marine routes which, without prevention, will cross into these areas.

Manu San Félix: A life dedicated to preserving the oceans

In addition to being a renowned marine biologist whose project with Posidonia meadows has led him to make reports for UNESCO, San Félix is a photographic reporter awarded in 2004 (London) with the Wildlife Photographer of the Year and in 2005 (Antibes, France) with the World Underwater Festival.

Since 2009 he has been working for National Geographic as Underwater Image Director for the Pristine Seas project, participating in 35 expeditions around the world.

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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 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

In 2020, the BMW Group sold over 2.3 million passenger vehicles and more than 169,000 motorcycles worldwide. The profit before tax in the financial year 2019 was € 7.118 billion on revenues amounting to € 104.210 billion. As of 31 December 2019, the BMW Group had a workforce of 126,016 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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