



MINI CORPORATE COMMUNICATIONS

Media information

18 October 2023

MINI says “Nice to Meet You Again”: Global campaign for the launch of the New MINI Family.



To celebrate the introduction of the new MINI family, MINI is launching a global “Digital First” campaign developed by the MINI creative team and the agency Anomaly. The new brand environment presents a distinctive new design and a new visual language to the public.

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Munich. Following the slogan “Nice to Meet You Again,” MINI is launching the campaign for the new MINI family today, which celebrates the new all-electric MINI Cooper and the new MINI Countryman. The global 360° campaign, which in addition to digital, also includes TVC, Print, OOH and Social, takes place in a new visual world that gives MINI a completely new face. It was developed by the MINI creative team in Munich and the marketing agency Anomaly.

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Page 2

Full of joy, always unconventional and full of ideas, the MINI is an automotive legend that inspires throughout generations. The new MINI family was presented in September 2023 — with innovative technology, typical MINI driving pleasure, unmistakable design, a new digital experience and the promise of being a purely electric brand by 2030.

The new MINI Cooper Electric combines locally emission-free mobility and an electrified go-kart feeling. As a newly re-invented icon with a completely new drivetrain, the new Cooper E and SE remain true to their roots and classic design features.

The largest MINI model, the new MINI Countryman, is versatile and powerful and, with its wide range powertrains, is suitable both for the city and for more demanding terrain.

“The new, expressive visual language of our “Nice To Meet You Again” campaign attracts strong attention and differentiation. “Digital First” offers a wide range of options for reaching out to our MINI community with individually tailored content. The creative collaboration with our agency partners Anomaly and Media Monks enables us to illustrate the DNA of the new MINI family in a unique and emotional way. Just like the new MINI models, the associated marketing also demonstrates innovation and courage,” says Sebastian Beuchel, Head of MINI Marketing & Brand Management.

“Nice to Meet You Again” is the welcoming arch of the new edition of the MINI and complements “Big Love” as the closing note. The new all-electric MINI Cooper explores a stylish and charming world In the campaign,. The new MINI Countryman is more adventurous and curious.

By using an extreme fisheye effect, viewers can see how sensual, individual and playful the new MINI family is. The remix of the Technotronics classic “Pump Up The Jam,” serves as the score to the new functions of the new MINI Cooper and the new MINI Countryman.



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Page 3

The recurring circular shape is inspired by iconic MINI design elements, and the color scheme uses powerful color blocking. Over 1000 assets create a new, unique visual language for the MINI brand.

Fuel consumption, CO₂ emission figures and power consumption were measured using the methods required according to Regulation VO (EC) 2007/715 as amended. They refer to vehicles on the German automotive market. For ranges, the NEDC figures take into account differences in the selected wheel and tyre size, while the WLTP figures take into account the effects of any optional equipment. For vehicles newly type-approved since 01.01.2021, the official specifications exist only according to WLTP. In addition, according to EU Regulation 2022/195, the NEDC values will no longer be included in the EC certificates of conformity as of 01.01.2023.

All figures have already been calculated based on the new WLTP test cycle. NEDC figures listed have been adjusted to the NEDC measurement method where applicable. WLTP values are used as a basis for the assessment of taxes and other vehicle-related duties which are (also) based on CO₂ emissions and, where applicable, for the purposes of vehicle-specific subsidies. Further information on the WLTP and NEDC measurement procedures is also available at www.bmw.de/wltp.

For further details of the official fuel consumption figures and official specific CO₂ emissions of new cars, please refer to the “Manual on the fuel consumption, CO₂ emissions and power consumption of new cars”, available at sales outlets free of charge, from Deutsche Automobil Treuhand GmbH (DAT), Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen and at <https://www.dat.de/co2/>.

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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 over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2022, the BMW Group sold nearly 2.4 million passenger vehicles and more than 202,000 motorcycles worldwide. The profit before tax in the financial year 2022 was € 23.5 billion on revenues amounting to € 142.6 billion. As of 31 December 2022, the BMW Group had a workforce of 149,475 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and



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Date 18 October 2023

Topic MINI says “Nice to Meet You Again”: Global campaign for the launch of the new MINI family.

Page 4

efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

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