

Press and Corporate Affairs

Media Information

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Grab the Best Seats at Sunburn Goa 2012 with the Exciting MINI.

Goa. The iconic and exciting MINI is set to unleash style, inventiveness and enthusiasm at Candolim beach in Goa at Asia's leading music festival - Sunburn during December 27-29, 2012.

MINI, with specially created **"MINI Lounge"** and **"Best Seats in the House"**, will allow customers, prospects and VIP's at Sunburn festival to 'live, love and dance' in the quintessential MINI way.

Mr. Philipp von Sahr, President, BMW Group India said, "Celebrating the Sunburn festival in Goa will bring many enthusiasts together to become part of a vivacious, unique movement – the MINI community. MINI expresses a whole generation's approach to life – it is extrovert, open and full of zest in life. MINI's cutting-edge spirit and fresh, fashionable styling is loved by customers around India and the world. I am sure MINI will win over a lot more fans with its sheer presence at the Sunburn festival 2012."

MINI, in its trademark style of 'doing things differently', will introduce the **'Best Seats in the House'** at Sunburn 2012. MINI India will give 2 lucky VIPs a chance to party while sitting in a MINI Convertible next to the stage. The excitement will start every evening and last at least 15 mins for every winner.

The **'MINI Lounge'** at Sunburn festival, on the other hand, will allow the VIP visitors to relax and get the panoramic view of the celebrations. The interiors of the MINI Lounge at Sunburn 2012 have been uniquely designed to complement the festival in an indulging, inviting and interactive format representing the iconic MINI Lifestyle.

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MINI India

The BMW Group introduced MINI as a premium brand in India in January 2012. With the launch of MINI Hatch, MINI Convertible and MINI Countryman, the MINI range is available in India as CBU (completely built-up) units.

An exclusive MINI dealer network has been established in India for this purpose. In the start-up phase, BMW Group will concentrate on successfully establishing the MINI brand in India. MINI India has four exclusive outlets in the Indian market: Deutsche Motoren and Bird Automotive in Delhi (National Capital Region), Infinity Cars in Mumbai and KUN Exclusive in Hyderabad.

MINI dealerships display MINI (MINI Cooper and MINI Cooper S), MINI Cooper Convertible and MINI Cooper S Countryman which are available in six-speed automatic transmission with powerful and efficient petrol variants.

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