



Press release
30 January 2014

"Best Cars 2014": MINI continues its winning streak.

In the readers' vote held by automobile magazine "auto, motor und sport", the British original in the premium small car segment once again wins the import ranking in its category.

Munich. Just a few weeks before the launch of the new model generation, MINI yet again demonstrates its ongoing popularity, continuing an impressive series of victories thanks to readers of the automobile magazine "auto, motor und sport". The "Best Cars 2014" readers' vote put MINI well ahead of the rest to win the import ranking in its vehicle category. 28.7 per cent of votes cast went to the British original in the premium small car segment. In the overall ranking in this vehicle category, too, MINI was able to secure a place on the winners' rostrum by finishing third.

As in past years, the Oxford-produced MINI won the import ranking outright. In a vehicle category appropriately entitled "Mini Cars" it attracted more than twice as many votes as the runner-up. Another model of the brand narrowly missed out on a medal: the MINI Coupé finished fourth in the import ranking with 9.7 per cent of votes.

This was the 38th "auto, motor und sport" readers' vote, making it one of the longest-standing public polls in the automotive sector. More than 115,000 readers took part in the most recent "Best Cars" vote. They were able to choose their favourites from a total of 384 models in ten categories, with an import award and an overall award in each one.

MINI has taken at least one title every year since as long ago as 2001 in the "auto, motor und sport" readers' vote. This consistently sustained performance at the polls has gone hand in hand with an ongoing increase in sales figures, which reached a new all-time high in 2013. More than 305,000 cars of the MINI brand were sold worldwide. The new generation of the MINI goes

Bayerische
Motoren Werke
Aktiengesellschaft

Postal address
BMW AG
80788 München

Telephone
+49-89-382-23662

Internet
www.bmwgroup.com



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on the road in March 2014 - with everything it takes to win over new target groups and achieve ongoing success in the "Best Cars" vote.

For any queries, please contact:

Corporate Communications

Andreas Lampka, Head of Communications MINI
Telephone: +49 89-382-23662, Fax: +49 89-382-20626
E-Mail: andreas.lampka@mini.com

Internet: www.press.bmwgroup.com

Manfred Grunert, Head of Product and Lifestyle Communications MINI, BMW Motorcycle
Telephone: +49 89-382-27797, Fax: +49 89-382-20626
E-Mail: manfred.grunert@bmw.de

Internet: www.press.bmwgroup.com

The BMW Group

The BMW Group is the leading premium manufacturer of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 28 production and assembly facilities in 13 countries and has a global sales network in more than 140 countries.

In 2013, the BMW Group sold around 1.963 million cars and 115,215 motorcycles worldwide. The profit before tax for the financial year 2012 was euro 7.82 billion on revenues amounting to euro 76.85 billion. At 31 December 2012, the BMW Group had a workforce of 105,876 employees.

The success of the BMW Group has always been built 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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