



Press release  
07 February 2014

## **A MINI claims the “Value Champion” title once again in 2014.**

'Auto Bild' has named the models with the highest value retention on the German car market – and for the tenth time in a row, the British premium brand has come out top in its class, and the MINI Countryman gains its first title.

**Munich.** A new winner in a familiar story: for the tenth time in a row, the title of 'Value Champion' goes to the British premium brand MINI. For the first time, it is the MINI Countryman that has been voted as the car with the highest value retention level its class on the German car market. The MINI Cooper S Countryman gained the top position in the small car category of the ranking list published in the 'Auto Bild' motoring magazine, making it the 'Value Champion 2014'. It follows in the footsteps of the MINI and MINI Cabrio, which ever since 2005 had been alternately winning the top position for outstanding value retention.

Since its launch, the first MINI with four doors and large tailgate has developed into a worldwide success, attracting new customer groups who are excited to discover the brand's trademark driving fun. The MINI Cooper S Countryman has not only successfully translated the unmistakable style of the brand into one that suits a new vehicle segment but it also enhances its characteristic agility in a decidedly sporty manner. Its perfectly coordinated four-wheel drive results in an optimum level of road stability while the attractive vehicle design also guarantees maximum value stability. This latest study, conducted by 'Auto Bild' in association with the market-monitoring institute Schwacke, attests a residual value of 59.1 percent to the MINI Cooper S Countryman, which translates to the best value retention in its class.

The results of the comparison are based on a forecast conducted by car market experts of the sale price that can be achieved after four years with a car first registered in the year 2014. The calculation takes numerous factors into account that determine the ongoing

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popularity of a model in the used car market. In addition to the car's specific characteristics, other factors are also taken into consideration, such as its new price and operating costs, its performance in comparison tests, and its brand image, as well as general market trends. The current comparison values were determined for eleven vehicle classes and subsequently published in the current issue of 'Auto Bild'.

As the difference between the new price and later resale price represents a considerable cost factor, value constancy can be seen as a decisive purchasing criterion for many potential new-car customers. The 'Value Champion' ranking can therefore be regarded as an important aid to customers when it comes to choosing a new vehicle. The current list is yet further proof of how much investing in typical MINI riding fun pays for itself in the long run.



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### 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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