

For second year in a row, MINI kick off in Queretaro with Panam Challenge.

MINI Panam Challenge category kick off with a 7 MINI Cooper S crew establishing itself as the official vehicle for the Race.

Mexico City, October 13, 2017.- Today marks the great kick off of the 1st phase of Panam Challenge from Querétaro to Puebla, where MINI Panam Challenge drivers will enjoy the best of driving the MINI Cooper S. For second year in a row, MINI becomes the official vehicle of Panam Challenge with a special participation in an exclusive category, where MINI Cooper S vehicles will tour country's iconic cities, such as Puebla, Mexico City, Morelia, Guanajuato, or Zacatecas to conclude on October 19 in Durango.

MINI celebrates 15 years in Mexico along with the 30th anniversary of Panam Challenge. "15 years ago, when we arrived with MINI in the country, we wouldn't have believed that we will be celebrating our anniversary along with the 30th anniversary of the race with the greatest tradition in the country. Just like the route of Panam Challenge is full of excitement, the road that we have traveled with MINI throughout these 15 years in Mexico has been similar to a rally with stages requiring concentration and precision, but which have filled us with great satisfaction after crossing the finish line. Proof of this is that in these 15 years, we will reach 50,000 MINI vehicles placed among the brand's fans by the end of 2017".

The alliance with Panam Challenge is part of Comprometidos con México strategy designed in the company and it responds to the activities conducted by the Group to encourage tourism, healthy coexistence and friendship over the 3,000 kilometers traveled in the race", said Ricardo Humphrey, Head of MINI México.

The MINI Cooper S will be commanded by enthusiastic crew with experience in several races, who will push the limits of resistance and agility of vehicles in MINI Panam Challenge category, such as Luis F. Jimenez Landa and Lorena Jimenez Ortiz; Eduardo López Márquez and Carlos Ruano Sánchez; Oscar Uribe and Sergio Nieto; Rauno Aaltonen and Andreas Schulz, as well as Luis Felipe Moreno Caballero, who will team with Raúl Alejandro Lomeli Estrada.

[#MINIPanamChallenge](#)
[#LaPanamericana30](#)

About BMW Group

Together with its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, BMW Group is the leader Premium manufacturer of vehicles and motorcycles, which, in turn, provides financial services and high quality mobility products. Since it is a global company, BMW Group operates 31 production and assembly sites in 14 countries and it has a global sales network in more than 140 countries.

In 2016, BMW Group sold about 2 millions 367 thousand vehicles and around 145 thousand motorcycles around the world. The profit before taxes for the fiscal year 2016 approximately was of 9 thousand 67 million Euros on income amounting to 94 thousand 16 million Euros. On December 31, 2016, BMW Group had a labor force of 124,729 employees.

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The success of BMW Group has always been based on a long term thought and responsible action. Therefore, the company has established an ecologic and social sustainability throughout the whole value chain, responsibility on products and a clear commitment with the preservation of resources as an integral part of its strategy.

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About BMW Group México, Latinoamérica y el Caribe

In the Latin America region, BMW Group trades the three brands BMW, MINI and BMW Motorrad; as well as in some countries also includes the sub-brand BMW i. BMW Group Mexico started activities at the end of 1994 and therefore the company celebrated in 2014 the 20th anniversary of its presence in that country. In the region of Latin America, the first importer located in Ecuador in 1958, with which its presence has more than 50 years.

The Group has two plants in Brazil; one of them is located in Araquari, Santa Catarina, with a focus on the production of cars. The other plant is located in Manaus, Amazonas, which is the first site manufacturing vehicles of two wheels of the brand out of Germany. In July, 2014, the company announced the investment of one thousand million dollars for the construction and operation of a production plant in San Luis Potosi, Mexico; which will start operations in 2019 with the new generation of the BMW Series 3.

The region of BMW Group in Mexico, Latin America and The Caribbean is composed of 26 countries: Argentina, Aruba, Bahamas, Barbados, Bolivia, Curacao, Chile, Colombia, Costa Rica, Ecuador, El Salvador, Guatemala, Haiti, Honduras, Caiman Islands, Jamaica, Mexico, Nicaragua, Panama, Paraguay, Peru, Dominican Republic, Santa Lucia, Surinam, Trinidad and Tobago, and Uruguay. From these countries, 26 offer the brand BMW, 19 offer the brand MINI, 13 the brand BMW Motorrad and 4 the sub-brand BMW i.

In addition, the Company has a service and post-sale organization, which offers customer service.

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