

Postcard Story: MINI celebrates life the Mexican way.

- On the “Day of the Death”, an important Mexican tradition, MINI roams the streets of Mexico City and celebrates the “Go-Kart Feeling,” a spirit that continues alive through the years.

Mexico. On November 1st, the streets of Mexico are filled with cempasúchil flowers; families' homes are prepared to welcome their beloved ones who have departed “to the beyond” at night. They welcome them with an altar full of flowers, candles, colorful paper, the traditional dead bread, sugar skulls, typical food. In Mexico, “Day of the Death” celebrates life!

MINI honors memory, creativity, and connections that transcend time, driving a MINI John Cooper Works through the streets of Mexico City to Reforma Avenue, in front of the monument known as the “Angel of Independence.” Together with our family, friends, and everyone who is part of the MINI community, we celebrate what makes the journey unforgettable.

Each MINI, like each life, leaves its mark.

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 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 2024, the BMW Group sold over 2.45 million passenger vehicles and more than 210,000 motorcycles worldwide. The profit before tax in the financial year 2024 was € 11.0 billion on revenues amounting to € 142.4 billion. As of 31 December 2024, the BMW Group had a workforce of 159,104 employees.

The economic success of the BMW Group has always been based on long-term thinking and responsible action. Sustainability is a key element of the BMW Group's corporate strategy and covers all products from the supply chain and production to the end of their useful life.

www.bmwgroup.com

LinkedIn: <http://www.linkedin.com/company/bmw-group/>

YouTube: <https://www.youtube.com/bmwgroup>

Instagram: <https://www.instagram.com/bmwgroup>

Facebook: <https://www.facebook.com/bmwgroup>

X: <https://www.x.com/bmwgroup>

BMW Group Latin America

BMW Group is a leader in premium individual mobility technology products and services in Latin America, where it markets its three brands: BMW, MINI, and BMW Motorrad. BMW is the top-selling premium automotive brand in Latin America, with more than one in three vehicles sold in the region. In 2024, the brand has sold 42,886 units. MINI has sold 6,383 units in the same period. BMW Motorrad has sold 27,742 motorcycles in the region, setting a sales record. BMW is the best-selling premium brand in Brazil, Mexico, and Importer Markets. BMW Motorrad has achieved record sales and now has three of its 15 main global markets in Latin America: Brazil, Mexico, and Importer Markets. BMW Group's Open Technology Approach enables a gradual transition to electromobility, offering customers the choice between battery-electric, plug-in hybrid, or combustion powertrains. More than 20% of BMW Group's sales in Latin America consist of electric or plug-in hybrid vehicles. BMW Group has delivered approximately 80,000 personal or corporate charging units across the region.

The Group has 5,000 employees in the Latin American region. Its sales offices are located in Argentina, Brazil, and Mexico (where the regional office is based). BMW Group's production plants in the region are located in Brazil and Mexico. Brazil operates two plants: one in Araquari, Santa Catarina, focused on automobile production, where BMW X5 PHEV production began in 2024. The other plant in Manaus, Amazonas, is the first facility to manufacture motorcycles outside of Germany. In Mexico, a one-billion-dollar investment was announced in July 2014 for the construction and operation of a BMW Group plant in San Luis Potosí. This production site began operations in 2019 with the production of the BMW 3 Series; in 2021, an expansion was announced to include the manufacturing of the BMW 2 Series Coupé, and in 2022, the BMW M2, both exported worldwide. Starting in 2027, the San Luis Potosí Plant will incorporate electric vehicle and battery production with an \$800 million investment.

As additional information, Brazil has an engineering team to support global developments, regional challenges, and customer support organization, providing consumer assistance.

For additional information please contact:

Corporate Communication - BMW Group Latin America

Joao Veloso joao.veloso@bmw.com.mx

Juan Bernardo Vázquez Mellado bernardo.vazquezmelladobmw.com.mx

Julián Argüelles julian.arquelles@bmw.com.mx

Erika Ferrer erika.ferrer@bmw.com.mx

Corporate Communication – BMW Group Plant San Luis Potosí (Mexico)

Elizabeth Arreguín elizabeth.arreguin@bmw.com.mx

Miroslava Rivas miroslava.rivas@bmw.com.mx

Corporate Communication – BMW Group Argentina

Gonzalo Di Gregorio gonzalo.di-gregorio@partner.bmw.com.ar

Corporate Communication – BMW Group Brazil

Fabiano Severo fabiano.severo@bmw.com.br

Paula Cichini paula.cichini@bmw.com.br

Public Relations Agency – INK PR

INK PR team - BMW Group Latin America BMWGroupLatAm@inkpr.com.mx

BMW Group Plant San Luis Potosí (Mexico) – Public Relations Agency INK PR

Equipo INK PR - BMW Group Planta SLP plantabmwslp@inkpr.com.mx

BMW Group Brazil – Public Relations Agency

JeffreyGroup team- BMW Group Brazil grupobmw@jeffreygroup.com

BMW Group PressClub

www.press.bmwgroup.com/mx.html

www.press.bmwgroup.com/latin-america-caribbean?language=es

www.press.bmwgroup.com/argentina/

www.press.bmwgroup.com/brazil/