



Media Information
16 May 2011

“It’s personal”: MINI family out in force in Berlin. **International guerilla marketing campaign launches on Kurfürstendamm and Facebook.**

Munich/Berlin. You can’t choose your family, they say. Actually, with MINI you can. As of today citizens of Berlin, visitors to the German capital and Facebook users worldwide can make their choice when MINI presents the MINI family on Berlin’s Kurfürstendamm boulevard as part of the guerilla campaign “It’s personal”. Participants are invited to enter the on-site MINI Photo Box, clamp on a pair of vibrantly coloured headphones and select their favourite model from the MINI family with colour-matched exterior mirrors. There are four colours and four models to choose from: the MINI Hatch, MINI Convertible, MINI Clubman and MINI Countryman. Next, participants appear in real time on a 104-square-metre video screen together with their photo and personalised MINI model. The MINI campaign was set up overnight from 15 to 16 May and continues until 29 May 2011 at the intersection of Kurfürstendamm and Joachimstaler Straße. It is being run in parallel as an international campaign at <http://www.facebook.com/MINI>.

“With our ‘It’s personal’ campaign, MINI fans interact individually and authentically in an urban environment,” says Julia Hartmann, MINI Brand Management. “Through the personal configuration of the model, along with their choice of colours, we encourage them to express their personality – in front of friends and a global audience.” This unconventional marketing campaign is set to reach more than two million people on location and over 1.8 million MINI Facebook fans. Dean and Dan Caten, creator of the fashion label DSQUARED², are also taking part in the campaign. They will present this year’s Life Ball MINI in Vienna on Saturday.

Facebook users can apply to participate online at <http://www.facebook.com/MINI> or direct at: <http://apps.facebook.com/miniphotobox> by taking a photo with their webcam, selecting their model from the MINI family and uploading it. They too appear on the video screen in Berlin. The images, in turn, are streamed live on the internet. Whether through Facebook or Photo Box, all pictures will be entered into a competition. For this purpose, visitors to the event in Berlin will be given an ID number – along with their printed photo – with which to register on Facebook. The winner will be announced in June 2011 and can enjoy his or her specially selected, favourite MINI model “for real” – complete with colourful exterior mirrors.

Company
Bayerische
Motoren Werke
Aktiengesellschaft

Postal Address
BMW AG
80788 München

Telephone
+49 (0) 89-382-23401

Internet
www.bmwgroup.com

For questions please ask:

Martina Daschinger, Business and Finance Communications, Marketing
Phone: +49 89-382-23401, Fax: +49 89 382-24418

Media Website: www.press.bmwgroup.com



Presse-Information

Datum 16. Mai 2011
Thema "It's personal": MINI family out in force in Berlin.
Seite 2

E-mail: presse@bmw.de

The BMW Group

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 24 production facilities in 13 countries and has a global sales network in more than 140 countries.

During the financial year 2010, the BMW Group sold 1.46 million cars and more than 110,000 motorcycles worldwide. The profit before tax for 2010 was euro 4.8 billion on revenues amounting to euro 60.5 billion. At 31 December 2010, the BMW Group had a workforce of approximately 95,500 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. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last six years.