

MINI MIDDLE EAST

Corporate Communications

Press release
18 April 2012

MINI ADDS TO THE EXCITEMENT AT RED BULL X-FIGHTERS WORLD TOUR 2012 OPENING EVENT IN DUBAI

MINI's sporting sub-brand MINI John Cooper Works makes pulses race with stunts of its own

Dubai – UAE: Over 20,000 spectators gathered in a spectacular dirt track set up at Dubai's "The Walk" at JBR last weekend to enjoy breathtaking motocross stunts at the season opener of Red Bull X-Fighters World Tour 2012.

As the world's leading freestyle motocross riders wowed crowds and battled it out for prized championship points, key sponsor and adrenaline junkie MINI John Cooper Works added its own flavour to the event by offering visitors the opportunity to win the extreme prize of a skydiving instructor package to get their own licence worth AED 10,000. Over 1,000 motocross fans took part in the competition, with Noel C. Ramos taking home the top prize. Enthusiasts were also invited to enter an online competition to win VIP tickets by sharing a creative picture of them and their MINI on the MINI Middle East facebook page.

Meanwhile, two lucky fans were given VIP Lounge seats to watch the show inside a MINI Roadster directly next to the riders at the edge of the arena, complete with catering – without a doubt the best seats in the house!

A brand renowned for making pulses race amongst its enthusiastic and demanding fans, MINI John Cooper Works made onlookers stop and stare as a MINI Countryman scaled the walls of a nearby light tower in a death-defying stunt of its own – with a warning for visitors to "not try this at home." Another MINI Countryman was spotted on top of a Red Bull X-Fighters ramp on a roundabout at The Walk at JBR

The MINI stunts set up included a host of other MINI activities during the event, including three activation areas covering MINI John Cooper Works model displays of the MINI Hatch, MINI Coupe and newest family member, the MINI Roadster – including trampoline Roadster photo activities and facebook terminals where

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visitors could take pictures of themselves in the activation areas and have them uploaded on their facebook page.

Red Bull X-Fighters has become the biggest and most respected freestyle motocross tour on the planet since it was created in 2001 with the best FMX riders battling for championship points at six stops on four continents. The tour's next stop will be in Glen Helen in the USA (12 May), Istanbul (16 June), Madrid (20 July), Munich (11 August) and Sydney (6 October).

What else does MINI have in store for us throughout the tour? Only MINI knows!

- Ends -

ABOUT MINI:

Since its launch in 1959, MINI continues to redefine small car design. A car of substance in abundance, MINI enjoys worldwide popularity among all ages and groups. In fact it was the first small car to achieve genuine global success. MINI not only has a history, it also has its very own personality. A trendsetter in its own right, MINI sets itself apart through its unique interpretation of style and design. Acquired by the BMW Group in 1994, the MINI brand includes the MINI Cooper and Cooper S, MINI Cooper Cabrio, MINI Clubman, the MINI Countryman, MINI Coupé and the MINI John Cooper Works range of models, and now the MINI Roadster.

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