



Press release
20 November 2014

“The MINI Story” at the BMW Museum **New temporary exhibition opens on 27 November 2014 /** **Opening party on 28 November with The Rifles**

Munich. From 27 November 2014, MINI – the BMW Group’s cult urban brand – will be the focus of attention in a temporary exhibition entitled “The MINI Story”. Up to 31 January 2016, visitors to the BMW Museum will for the first time be able to admire over 30 original vehicles, smaller exhibits and accessories from 55 years of MINI history. Numerous photos, films and sketches, along with a wealth of background information, tell the story of the tradition-rich brand across 20 themed areas. On 28 November 2014 the BMW Museum hosts a grand opening party for the new exhibition.

“A MINI has an inspiring, engaging way about it. It defies barriers and is ridiculously good-looking at the same time,” said Peter Schwarzenbauer, Member of the Board of Management of BMW AG with various responsibilities, including MINI, at the opening of the exhibition. “The bond between a MINI and its driver is above all an emotional one. This wide-reaching exhibition at the BMW Museum and the brochure to accompany it provide an engrossing showcase for the rich heritage of MINI – from the conception of the original Mini in 1959 to the present day. I look forward to welcoming crowds of visitors and MINI fans who share our passion.”

“Following the recent guest appearance by Rolls-Royce Motor Cars, this special MINI exhibition allows us to give our visitors a closer look at another of the BMW Group’s heritage-rich brands,” adds Gabriele Fink, Head of the BMW Museum. “We’re bringing together the most varied aspects of MINI within a youthful, dynamic and innovative setting.”

Wide variety of distinctive models and innovative design

A small car with a big history: the special exhibition shines the spotlight on the development of the MINI brand. An informative and action-packed tour leads visitors from the early days of the space-saving classic models such as the Morris Mini Minor and Mini Traveller to the unmistakably contemporary design of the first new MINI, built in 2001. Alongside the model series on display, concept vehicles and creative one-offs – from a camper van to a



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stretch limousine complete with whirlpool – demonstrate the astonishing variety of models produced by MINI as well as the customer-centred focus of a brand cherished around the world for its innovative design.

From accessories to zeitgeist

The brand's illustrious heritage and adherence to a "British" attitude to life are present in the pop culture of the 1960s (as epitomised by The Beatles) and beyond. 1990s TV series Mr. Bean ensured the Mini's large community of fans were now spread around the globe – if they weren't already. The BMW Museum gives this cultural and historical context a platform through 20 themed areas. Visitors with an interest in a particular era and its zeitgeist will find rare accessories, films and photos, adverts and design sketches to sate their appetites. The interactive joy of today's world and a study of innovative connectivity-related ideas set the seal on "The MINI Story", a journey back in time through half a century of MINI history.

Opening event for all MINI fans

On 28 November 2014 the BMW Museum will invite all fans of the brand to the grand opening event for the exhibition. Visitors can cast an initial glance around the exhibition from 20.00 hrs and party into the early hours with like-minded people over cocktails and more. Rock band The Rifles can be trusted to conjure up the requisite atmosphere. Entry is €5.00 and includes a welcome cocktail.

For further information go to: www.bmw-museum.com

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"The MINI Story" at the BMW Museum. (Picture: BMW AG)

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BMW Museum – Hands-on history

Visitors of all ages can explore the past, present and future of the BMW brand at BMW Welt, the BMW Museum and the BMW plant. The BMW Museum plays an important role in this. Since re-opening in 2008, it has been successfully presenting the history of BMW and offering a glimpse of the future. The museum also explores the theme of mobility for the benefit of younger visitors. The Junior Museum organizes a special program for children and young people, basing its educational concept on learning through play. The museum also has a history of its own: it is one of the oldest automobile museums in Germany, was built in 1973 and declared a historic monument in 1999.



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The BMW Group

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 30 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2013, the BMW Group sold approximately 1.963 million cars and 115,215 motorcycles worldwide. The profit before tax for the financial year 2013 was € 7.91 billion on revenues amounting to approximately € 76.06 billion. As of 31 December 2013, the BMW Group had a workforce of 110,351 employees.

The success of the BMW Group has always been based 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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