



Media Information  
6 March 2017

## **Launch of new John Cooper Works brand page**

Extensive redesign with 360° product presentations and emotional content

**Munich.** John Cooper Works, the exciting performance sub-brand of long-standing British brand MINI, has launched a redesigned brand page. With its own separate area on the mini.com website, the new brand page creates a stage for the love of dynamic performance, race feeling and driving fun, as well as the brand's signature go-kart feeling. Just in time for the completion of the John Cooper Works family with the new MINI John Cooper Works Countryman the sub-brand gets an brand-adequate online platform.

With strong visuals, emotional content and innovative features, the new John Cooper Works brand page provides a modern and contemporary platform that gives the dynamic sub-brand a consistent look. The focus is on the four unique John Cooper Works models, which anyone with an interest can experience in the most authentic way.

The new brand page delivers different kinds of emotional content: A slideshow with historical images showcases the long motor-racing history of John Cooper Works and motorsports pioneer John Cooper, as well as the legendary rally successes of the classic Mini. Info-boxes provide insights into equipment details, technical features and the design language of the John Cooper Works model line-up.

A particular highlight is a video clip of a MINI John Cooper Works 3-Door driving through the famous tunnel along the shore of Lake Garda in Italy – bringing to life the intense engine sound that is part of the unique John Cooper Works feeling.

The 360° interior view allows visitors to the brand page to take a closer look inside all John Cooper Works models and focus in on the smallest detail. Prospective buyers can check out specific equipment options, such as the John Cooper Works sports seats and leather steering wheel.

“With the relaunch of the brand page, we wanted to show what John Cooper Works is made of: A genuine enthusiasm for race feeling – and the technological racing know-how that comes from a long tradition,” explained Steve Ambeau, head of MINI Digital Marketing.

# MINI

## CORPORATE COMMUNICATIONS

The agency in charge of implementing the brand page was TRACK of Hamburg.

If you have any questions, please contact:

### **BMW Group Corporate Communications**

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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 31 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2016, the BMW Group sold approximately 2.367 million cars and 145,000 motorcycles worldwide. The profit before tax for the financial year 2015 was approximately € 9.22 billion on revenues amounting to € 92.18 billion. As of 31 December 2015, the BMW Group had a workforce of 122,244 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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