



MINI CORPORATE COMMUNICATIONS

Media information

31 January 2019

"Best Cars 2019": MINI wins readers' vote once again.

British premium brand once again wins a title in the public vote held by the car magazine "auto, motor und sport" – Clear success in the import category for the original in the small car segment.

Munich. The MINI anniversary year has started with a title win. MINI is among the winners in this year's "Best Cars 2019" competition. The class victory in the readers' vote held by car magazine "auto, motor und sport" once again demonstrates the high level of popularity still enjoyed by the original in the premium small car segment in its 60th year. With characteristic driving fun, clever use of space and individual style, the current model generation embodies the authentic values of the brand – familiar worldwide ever since the classic Mini – in their most contemporary form.

The readers' vote organised by "auto, motor und sport" magazine is one of the longest-standing public surveys in the automotive sector, having been carried out this year for the 43rd time. From a total of 385 models, participants voted for their favourites in eleven vehicle classes. In doing so they chose the "Best Cars 2019", both overall and in the import category. The winners of the latest vote received their awards today at a festive prize-giving ceremony held at the International Congress Center Stuttgart (ICS).

MINI won the title in the import category of its class. Attracting 30.1 per cent of the votes cast, the success-crowned British model secured a clear lead within its vehicle class. In fact the current winner was even able to improve on the excellent results achieved by MINI in previous years. Ever since the relaunch of the brand in 2001, MINI has maintained a regular presence among the winners of the "auto, motor und sport" reader survey. It was initially the serial winner in the import category of the "Mini Cars" class, and since 2015 it has now won the title in the "Small Cars" category five times in succession.

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Media information

Date 31 January 2019
Topic "Best Cars 2019": MINI wins readers' vote once again.
Page 2

The success of MINI in the latest public vote also reflects the brand's enhanced appeal due to the latest model update. The MINI 3 door, MINI 5 door and MINI Convertible all convey their unmistakable style by means of a precisely modified design, new LED headlamps, LED rear lights with Union Jack graphic, a refined interior and new customisation options. MINI also presents a particularly striking design model to mark the 60th anniversary of the brand. The MINI 60 Years Edition highlights the British origins and agile character of the premium small car by means of exclusive design features and fittings for both the exterior and interior. The special edition will be available from March 2019 onwards as a MINI 3 door and MINI 5 door, each with four engine variants.

Fuel consumption, CO₂ emissions and power consumption were measured using the methods required according to Regulation (EC) 2007/715 as amended. The information is based on a vehicle with basic equipment in Germany; ranges take into account differences in wheel and tyre size selected as well as optional equipment and can change during configuration.

The information has already been calculated based on the new WLTP test cycle and adapted to NEDC for comparison purposes. In these vehicles, different figures than those published here may apply for the assessment of taxes and other vehicle-related duties which are (also) based on CO₂ emissions.

For further details of the official fuel consumption figures and the official specific CO₂ emissions of new cars, please refer to the "Manual on the fuel consumption, CO₂ emissions and power consumption of new cars" available free of charge at all sales outlets, from Deutsche Automobil Treuhand GmbH (DAT), Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen and at <https://www.dat.de/co2/>.

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Media information

Date 31 January 2019
Topic "Best Cars 2019": MINI wins readers' vote once again.
Page 3

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 and mobility services. The BMW Group production network comprises 30 production and assembly facilities in 14 countries; the company has a global sales network in more than 140 countries.

In 2018, the BMW Group sold over 2,490,000 passenger vehicles and more than 165,000 motorcycles worldwide. The profit before tax in the financial year 2017 was € 10,655 billion on revenues amounting to € 98,678 billion. As of 31 December 2017, the BMW Group had a workforce of 129,932 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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