



Media Information
8 June 2010

MINI Countryman launches with Timbaland-Produced Track “Getaway”. **Where Urban meets Country.**

London, UK. Few car launches trigger as much excitement as a new MINI. That is why the iconic brand is hosting a celebratory VIP mini festival tonight in London where the grass-green carpet will be rolled out for guests only too willing to swap their high-heels and brogues for wellies in the countryside to usher in the new MINI Countryman. Launching in September, the MINI Countryman not only represents a genuine cross-over in terms of car design – it is MINI’s biggest and first-ever four door car - but also in musical genres as the brand introduces its long awaited fourth model with a single by U.S country singer Michelle Branch feat. Timbaland.

The star-studded ‘MINI Countryman Open Air’ event located on a farm in the capital’s urban heart heralds the new MINI with a world exclusive preview performance of single, ‘Getaway’ – performed live by Michelle Branch and genre-breaking, Grammy Award-winning maestro, Timbaland. The MINI Countryman is poised to rapidly enter into the hearts of MINI lovers when it makes its own debut appearance in the music video for the track, to be released this summer by Warner Music.

Michelle Branch says of her ‘Getaway’ single, “I saw the new car and I was inspired to write a song about getting away and getting out from the everyday confinements of life. Sometimes the fix for that is taking a road trip, so I worked on an exciting project with Timbaland and he produced the track with me.”

Securing the brand’s heritage and reputation as cool and fun, the one-off ‘MINI Countryman Open Air’ event mixes the theme of ‘Urban meets Country’ with a number of twists, underpinning MINI’s ‘Creative Use of Space’ philosophy. The evening will bring together the worlds of music, style, fashion and show business in a rural location of 32 acres of green fields where international jet-setters play against a backdrop of London’s picture-perfect urban landscapes. Guests will be treated to ‘Folktronica’ beats courtesy of James Yuil and other secret performers on the wheels of steel; a champagne bar and barbecue, staff wearing specially commissioned T-shirts by fashion darling, Henry Holland and, as the party unfolds, graffiti artists bringing to life their ‘art.’

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Together with the night's headline acts, an exclusive preview of the MINI Countryman music video will also be screened.

Dr. Wolfgang Armbricht, Senior Vice President MINI Brand Management, says "We are thrilled to be working with Timbaland and Michelle Branch on such a unique collaboration for the launch of MINI Countryman. Music is important to our community members and with this car launch inspiring the words for the song 'Getaway,' we're confident that we'll capture the imagination of those who live the Urban-Country lifestyle."

Fully living up to the quirky spirit defined by MINI, the MINI Countryman – with its increased length and the option of all-wheel drive - offers the perfect solution for getting around town during the week as well as providing enough room for family trips away at the weekend. With all the fun and go-kart handling that is expected from MINI, the new four door option allows new buyers with families the chance to enjoy the MINI experience.

The MINI Countryman – driving fun knows no bounds

MINI is extending its model range by a fourth variant, thereby opening up a new dimension of that unmistakable MINI feeling. As a crossover model, the MINI Countryman bridges the gap between the classic MINI concept and a contemporary Sports Activity Vehicle. Its extended options for urban mobility and potential uses in environments beyond the city mean new target groups with a greater demand for space and flexibility can now experience the driving fun associated with MINI. As the brand's first model to feature four doors and a wide-opening tailgate, it offers extended and highly versatile use of space, a slightly raised seating position and optimised ride.

Making of and music video of the song „Getaway“ from Michelle Branch feat. Timbaland as well as press photos of the event will be published on www.press.bmwgroup.com on 9 June 2010.



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