



Media Information
14 September 2011

MINI International magazine now available as app

Digital edition of THE MINI INTERNATIONAL magazine for the iPad

Munich. THE MINI INTERNATIONAL magazine will be released as an iPad app in German and English in the iTunes App Store on 13 September 2011 in time for the start of the IAA International Motor Show.

The MINI INTERNATIONAL app is different. It not only allows MINI fans to experience the contents of the printed edition in multimedia form but also provides a weekly update with all the latest news: a MINI “best-of” from the blogs and websites unlike.net, NOWNESS.com and davidreport.com. These three partners will help ensure that THE MINI INTERNATIONAL app stays exciting and up-to-the-minute.

The app will feature articles from THE MINI INTERNATIONAL with even more pictures, exciting videos and audio-visual streams – as well as weekly bulletins on the MINI brand, lifestyle, culture, art and other topics of interest to MINI fans. The app’s interface concept is based on the printed edition and, like the magazine itself, is also characterised by its aesthetic design. Interesting feeds and an integrated Facebook share function guarantee perfect networking.

A multimedia special that ties in with the international campaign “Another Day. Another Adventure.” will be released to mark the launch of the MINI Coupé, as well as a film documenting the MINI Clubman video art on display at the IAA.

THE MINI INTERNATIONAL print magazine is published twice a year, in March and September. THE MINI INTERNATIONAL application will be released at the same time as the print version and will also be updated on a weekly basis through feeds from partner websites and the official MINI online channels.

Download: bit.ly/MINI_INTERNATIONAL_iPad_EN

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The BMW Group

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 25 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

During the financial year 2010, the BMW Group sold 1.46 million cars and more than 110,000 motorcycles worldwide. The profit before tax for 2010 was euro 4.8 billion on revenues amounting to euro 60.5 billion. At 31 December 2010, the BMW Group had a workforce of approximately 95,500 employees.

The success of the BMW Group has always been built 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. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last seven years.