



Press release
13 April 2012

MINI signs up as partner of the Red Bull X-Fighters World Tour 2012.

The sporting sub-brand John Cooper Works will be ringside for the upcoming six spectacular events in the world of freestyle motocross.

Munich. Breathtaking motocross stunts, sensational locations and top-class events lie in wait as the world's elite freestyle motocross riders limber up for a new season of Red Bull X-Fighters. And this year the international motocross stars will be supported by a partner whose global brand experience is likewise all about making pulses race among its enthusiastic and demanding fans. The involvement in the Tour of John Cooper Works, the sporting sub-brand of MINI, adds another chapter to a MINI/Red Bull partnership that can already look back on years of success.

For Ralf Schepull, Head of MINI Brand Communication, the appetite of John Cooper Works for imposing horsepower and ultra-sporty kit makes it an ideal partner for a series like the Red Bull X-Fighters World Tour. "Red Bull and the Red Bull X-Fighters World Tour 2012 are a perfect fit for the John Cooper Works brand," says Schepull. "After all, both partners pride themselves on being unconventional and uproarious, power-packed and action-packed. Together they make an impressive team."

The John Cooper Works experience – also found on the Red Bull X-Fighters World Tour 2012

The Red Bull X-Fighters World Tour 2012 will see the world's leading freestyle motocross riders compete for prized championship points in front of enthusiastic crowds at six events spread over four continents. And the John Cooper Works sub-brand will add its own flavour to the Tour with some very special attractions of its own. For example, MINI customers can win a trip to one of the events and experience the inimitable world of John Cooper Works live when they get there.

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A tour for the best of the best

Only the world's premiere freestyle motocross riders qualify for a place on the Red Bull X-Fighters World Tour. Invitations are handed out based on a rider's results from preceding seasons and performances in other top-tier events. The Red Bull X-Fighters World Tour 2012 will kick off in Dubai on 13 April, before visiting Glen Helen in the USA (12 May), Istanbul (16 June), Madrid (20 July), Munich (11 August) and Sydney (6 October).

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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, Husqvarna Motorcycles 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.

In 2011, the BMW Group sold about 1.67 million cars and more than 113,000 motorcycles worldwide. The profit before tax for the financial year 2011 was euro 7.38 billion on revenues amounting to euro 68.82 billion. At 31 December 2011, the BMW Group had a workforce of approximately 100,000 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.

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