



Press release
18 April 2012

MINI supports the Life Ball in Vienna for the 12th time. Proceeds so far from the one-off Life Ball MINI models amount to more than a half a million euros.

Munich/Vienna. This year sees MINI partnering the legendary Life Ball in Vienna once again. Europe's biggest charity event takes place on 19 May and, as ever, will unite the tradition of the Viennese ball with glitz and glamour on a major international platform to send out a strong signal on behalf of the battle against HIV and AIDS. This year's Life Ball motto – "Fight the Flames of Ignorance" – allied to the theme of "fire" promises some spectacular and breathtaking outfits and performances as the four-year cycle of the elements that began in 2008 reaches its climax.

20 years of the Life Ball – 12 Life Ball MINI one-off models to support the charitable cause.

Since its market launch in 2001, MINI has been a partner of the Life Ball. During this period, 11 unique vehicles have been specially designed for the event by a wide range of internationally renowned celebrities. For the 20th anniversary of the Life Ball, MINI continues its tradition of donating a vehicle that has been creatively adapted by an international celebrity, the proceeds of which go to projects combating HIV and AIDS. The auctioning of these one-off MINI models over the last 12 years has generated proceeds of more than 500,000 euros for the charitable cause. In previous years these Life Ball MINI models have been created by international fashion designers, including Donatella Versace and Angela Missoni, as well as decision-makers from the fashion scene such as Mario Testino and The Blonds for Katy Perry.

This year the ranks of Life Ball MINI designers are joined by Franca Sozzani, editor of Italian VOGUE and UN Goodwill Ambassador for Fashion 4 Development. A highlight of the Life Ball 2012 will be the fashion show presented by MINI and staged by VOGUE Italy. To mark the event's 20th anniversary, creations by former Life Ball designers will be on display alongside legendary looks.

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Timeline of the Life Ball MINI.

2012 – MINI designed by Franca Sozzani.

MINI Roadster by Franca Sozzani

2011 – MINI designed by DSQUARED².

MINI Hatch by Dean and Dan Caten

2010 – MINI designed by Diane von Furstenberg, Kenneth Cole and Francisco Costa von Calvin Klein Collection.

MINI Hatch by Diane von Furstenberg

MINI Cabrio by Kenneth Cole

MINI Countryman by Francisco Costa of Calvin Klein Collection

2009 – MINI designed by The Blonds.

MINI Cabrio by The Blonds for Katy Perry

2008 – MINI designed by Agent Provocateur.

MINI Clubman by Agent Provocateur / Joseph Corr 

2007 – MINI designed by Testino.

MINI Hatch by star photographer Mario Testino

2006 – MINI designed by Diesel.

MINI Cabrio by Renzo Rosso

2005 – MINI designed by Versace.

MINI Cabrio by Donatella Versace

2004 – MINI designed by Ferr .

MINI Cabrio by Gianfranco Ferr 

2003 – MINI designed by Missoni.

MINI Hatch by Angela Missoni

2002 – Charity MINI.

With autographs by German, Austrian and international celebrities (incl. Elton John, No Angels, Heidi Klum, Emma Sj berg, Mavie H rbiger)

2001 – camouflaged MINI. (Presented before its market launch)



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Life Ball 2012.

The HI virus was discovered 31 years ago. In recent years, major progress has been made in both research and prevention. Despite these advances, HIV remains a significant challenge to health and development policies. Every year millions of people are infected with HIV. The Life Ball has made it its mission to raise awareness of this and to campaign for tolerance, enlightenment and solidarity.

The social commitment of the BMW Group.

Worldwide measures to combat HIV/AIDS are one of the main elements of the corporate and social policy pursued by the BMW Group. The company's involvement in South Africa is particularly wide-ranging, covering a comprehensive workplace programme for employees and their families, plus a number of different projects in the local communities and further afield. The carmaker is also committed to fighting this pandemic in other affected countries, such as Thailand or India. Membership of the Global Business Coalition on HIV/AIDS (GBC) underlines its long-term commitment at its various locations.

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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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