



Press release  
30 October 2012

### **Extreme driving fun, individuality and premium quality: MINI John Cooper Works at the Essen Motor Show 2012.**

**Munich/Essen.** Enthusiasm for extremely athletic driving fun and individual flair will attract visitors to the Essen Motor Show from December 1st to 9th at the trade fair centre at Grugapark. In Hall 3.0 they will see how John Cooper Works accessory products can be used to provide a top-quality and authentic upgrade for MINI - the epitome of agility and distinctive style in the small car segment. The current program comprising retrofit components in the areas of drive, suspension, aerodynamics and interior, developed using extensive racing experience, will be presented at the Essen Motor Show 2012. There will also be a spectacular program of multimedia activities not to mention a range of other visual and musical highlights to ensure a thrilling encounter with the John Cooper Works brand, integrated under the umbrella of MINI.

The John Cooper Works accessories program guarantees MINI drivers authentic and selective enhancement of their car's performance. The John Cooper Works logo not only stands for decades of racing experience but also for an equally longstanding connection with MINI. The name of legendary sports car designer John Cooper was already associated with the classic Mini as a sign of success on the race track and maximum driving fun on the road. Today the John Cooper Works product portfolio includes a range of vehicles now extending to a total of six models as well as a diverse program of retrofit accessories which further enhance and visually underscore the athletic talents of MINI.

The variety of the John Cooper Works product range will be demonstrated at the Essen Motor Show, not least in the form of a MINI Cooper S geared entirely towards race track performance in terms of both exterior and interior features as well as in the areas of drive and suspension. The technical details of all components available for MINI models are illustrated by means of exhibits and a spectacular multimedia show featuring 3D effects.

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Meanwhile the combination of accessories from the MINI Ray product line provides a whole new way of expressing individual style: an example of this is presented in a MINI Countryman. MINI Ray adds a dash of colour to the grey of the asphalt with a range of stylish decorative elements. The components are made of high-quality materials and are offered in six colours which have been designed especially for the MINI Ray product line. In addition to Alien Green, customers can also choose from Lemon Yellow, Vitamin Orange, Energy Pink, Shocking Blue and Flash White. The MINI Cooper SD Countryman with ALL4 all-wheel drive on show in Essen features a paint finish in Light White, with MINI Ray mirror caps, MINI Ray decorative stripes and MINI Ray turn indicator surrounds adding a powerful dash of colour with the exclusive Alien Green finish. The new product line also comprises wheel hub covers as well as plates for the radiator grille and interior.

Both the MINI Ray products and the John Cooper Works accessory products reflect the excellent standards of the BMW Group in terms of design, quality and safety. What is more, retrofitting these items has no impact whatsoever on the warranty terms as applicable to the vehicle in question. Sales and installation are taken care of by the MINI dealer network, MINI sales subsidiaries and MINI service partners.

After the highly successful premiere last year, the aim of the John Cooper Works presentation at the Essen Motor Show 2012 is once again to establish close contact with members of the public interested in athletic flair, individual style and premium quality. The Essen trade fair is regarded as the most highly frequented automobile shows of the year in Germany and the organisers are anticipating some 340,000 visitors.



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There will be attractive offers from the MINI Lifestyle and the Original MINI Accessories program available at trade fair rates at the John Cooper Works exhibition stand. Visitors will also be able to obtain vouchers for discounts when purchasing MINI accessory products from participating dealerships and service partners.

Fans of sporty automobiles can look forward to a fitting welcome from one exceptionally athletic vehicle bearing the John Cooper Works logo. A MINI John Cooper Works GP will be positioned in the outside area of the trade fair centre. This two-seater with an output of 160 kW/218 bhp and fitted with the full range of motor racing technology is presented in a cage with the words: "Beware - it bites!" However, the fastest MINI ever built is in fact kept with such care for quite a different reason. The MINI John Cooper Works GP is not just an extremely fast sprinter, it is also exceptionally rare since it is produced in a small series of just 2,000.



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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 29 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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