



Press release
December 10th 2014

Exemplary safety in urban road traffic: Euro NCAP Advanced award goes to the Driving Assistant in the new MINI.

European testing institute recognises camera-based system as groundbreaking innovation for accident avoidance.

Munich. The new MINI in the premium small car segment is the leader not just when it comes to driving fun but also in the field of active safety. This status has now been confirmed by the independent safety testing institute Euro NCAP (New Car Assessment Programme), in particular due to the new driver assistance systems. MINI has received the Euro NCAP Advanced award 2014 for its pedestrian warning system with city braking function. The system forms part of the Driving Assistant option for the new MINI 3 door and the new MINI 5 door and is rated by safety experts as a groundbreaking innovation in reducing the risk of accidents in urban traffic.

The Euro NCAP Advanced award has been in existence since 2010: sponsored by European governments, automobile clubs and insurance companies, it recognises outstanding developments that have resulted in major advancements in the area of active safety and occupant protection. The award focuses especially on novel systems whose impact is groundbreaking in that they go beyond the requirements of the Euro NCAP crash test recognised throughout Europe.

MINI presented the pedestrian warning with city braking function at the market launch of the new generation of the original in the premium small car segment, incorporating it in the program of special equipment features. In the Driving Assistant option available for all model variants of the MINI 3 door and the MINI 5 door, it is combined with active cruise control, high beam assistant, road sign detection and collision warning with city braking function. This functional diversity makes the Driving Assistant a particularly

Bayerische
Motoren Werke
Aktiengesellschaft

Postal address
BMW AG
80788 München

Telephone
+49-89-382-23662

Internet
www.bmwgroup.com



Press release

Date December 10th 2014

Topic Exemplary safety in urban road traffic: Euro NCAP Advanced award goes to the Driving Assistant in the new MINI.

page 2

attractive option as it significantly enhances both comfort and safety when driving the new MINI.

The pedestrian warning with city braking function which has received the Euro NCAP award is active within a speed range of 10 to 60 km/h. Using a camera installed on the windscreen in the area of the rear view mirror, the system analyses images and warns the driver in situations where there is a risk of collision with a pedestrian. The driver is initially given a visual indication in the form of a graphic symbol in the instrument panel, while at the second warning level an acoustic signal is added to prompt a reaction. At the same time, an automatic brake manoeuvre is initiated with medium deceleration force. This element on its own considerably reduces the risk of collision. The driver also feels the initial braking effect - an unmistakable indication to take action which greatly contributes to accident avoidance.

The effectiveness of the pedestrian warning with city braking function was subjected to extensive testing and confirmed by the independent Euro NCAP test laboratory. This was the basis for the system being selected for the Euro NCAP Advanced award 2014.



Press release

Date December 10th 2014

Topic Exemplary safety in urban road traffic: Euro NCAP Advanced award goes to the Driving Assistant in the new MINI.

page 3

For any queries, please contact:

Corporate Communications

Andreas Lampka, Head of MINI Communications
Telephone: +49 89-382-23662, Fax: +49 89-382-26698
E-Mail: andreas.lampka@mini.com

Internet: www.press.bmwgroup.com

The BMW Group

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 30 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2013, the BMW Group sold approximately 1.963 million cars and 115,215 motorcycles worldwide. The profit before tax for the financial year 2013 was € 7.91 billion on revenues amounting to approximately € 76.06 billion. As of 31 December 2013, the BMW Group had a workforce of 110,351 employees.

The success of the BMW Group has always been based 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.

www.bmwgroup.com

Facebook: <http://www.facebook.com/BMWGroup>

Twitter: <http://twitter.com/BMWGroup>

YouTube: <http://www.youtube.com/BMWGroupview>

Google+: <http://googleplus.bmwgroup.com>