

Media information  
20 June 2018

## **"Next level of individualisation": MINI Yours Customised wins the German Innovation Award in Gold.**

German Design Council confers distinction on the innovative MINI customisation offer as the best customer-oriented innovation in the category "Excellence in Business to Customer (B2C)".

**Munich.** MINI Yours Customised makes the customer a designer – and their MINI becomes a unique, personally designed specimen. The innovative offer from the British premium automobile manufacturer raises vehicle customisation potential to a whole new level. Its progressive and customer-oriented character has now received a special distinction from the German Design Council: MINI Yours Customised was the recipient of the German Innovation Award in Gold.

MINI Yours Customised allows customers to design and order selected retrofit products according to their own preferences via an online shop ([www.yours-customised.mini](http://www.yours-customised.mini)). These are then produced as unique specimens in the design chosen by the customer. The current product range includes side scuttles, interior decorative strips on the passenger side, LED door sill finishers and LED door projectors. In the German Innovation Award justification, the customisation offer is described as the "next level of individualisation".

MINI Yours Customised won the title in the category "Excellence in Business to Customer (B2C)" in particular due to its user-friendly online customiser, consistent digitalisation and the use of innovative production techniques such as 3D printing and laser inscription. "Innovation and individuality are core values of the MINI brand that customers are especially keen on: MINI Yours Customers brings these elements together in a unique form," says Dr. Fabian Baptist, Head of Innovation Management Aftersales.

Consisting of various experts such as physicists, IT specialists, patent consultants and technology historians as well as finance and marketing experts, the distinguished jury attached particular importance to the

**Firma**  
Bayerische  
Motoren Werke  
Aktiengesellschaft

**Postanschrift**  
BMW AG  
80788 München

**Telefon**  
+49-89-382-61742

**Internet**  
[www.bmwgroup.com](http://www.bmwgroup.com)



## Media information

Date 20 June 2018

Topic "Next level of individualisation": MINI Yours Customised wins the German Innovation Award in Gold.

page 2

degree of innovation, user benefit and cost-effectiveness in selecting the award-winners. Other key features were sustainable impact in competition and market maturity as well as quality and function. In their justification for the conferral of the German Innovation Award in Gold, jury members described MINI Yours Customised as a "brilliant idea with enormous potential". "MINI Yours Customised takes hands-on configuration well beyond the commonly available choice of colour and fittings. This is about genuine customisation of the vehicle, fully involving the customer and making every vehicle a special, one-off edition." The panel said that MINI had succeeded in creating "real added value with a unique selling proposition".

The German Design Council was founded in 1953 by the German Bundestag. Among other things it confers the renowned German Design Award every year. In addition to recognising outstanding accomplishments in the field of product design, the Council has introduced the German Innovation Award for the first time this year, which now also honours particularly pioneering technological innovations.



## Media information

Date 20 June 2018

Topic "Next level of individualisation": MINI Yours Customised wins the German Innovation Award in Gold.

page 3

In case of queries, please contact:

### Corporate Communications



Matthias Bode, Press Officer Product Communication MINI  
Telephone: +49-89-382-61742, Fax: +49-89-382-28567  
E-mail: [matthias.bode@mini.com](mailto:matthias.bode@mini.com)



Andreas Lampka, Head of Communication MINI  
Telephone: +49- 89-382-23662, Fax: +49 89-382-28567  
E-mail: [andreas.lampka@mini.com](mailto:andreas.lampka@mini.com)



Markus Sagemann, Head of Communication MINI, BMW Motorrad  
Tel.: +49 89-382- 68796, Fax: +49 89-382-28567  
E-mail: [markus.sagemann@bmw.de](mailto:markus.sagemann@bmw.de)

### The BMW Group

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

In 2017, the BMW Group sold over 2,463,500 passenger vehicles and more than 164,000 motorcycles worldwide. The profit before tax in the financial year 2017 was € 10,655 billion on revenues amounting to € 98,678 billion. As of 31 December 2017, the BMW Group had a workforce of 129,932 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](http://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>