

Press release
11 July 2018

MINI Design at the Festival of Speed 2018. **One-off car auctioned for a good cause.**

Munich/Goodwood. For a quarter of a century, Goodwood in southern England has hosted one of the most inspirational and accessible events on the global motor sport calendar. At this year's edition of the Festival of Speed (FoS), taking place on 12 – 15 July, a quite unique MINI will be offered for auction. The one-off model was created by Oliver Heilmer, Head of MINI Design, and his team for the wedding a few weeks ago of Meghan, Duchess of Sussex, and Prince Harry, Duke of Sussex – and presented to one of the couple's chosen charities, the non-profit organization Children's HIV Association (CHIVA). The exclusive MINI 3 door will go up for auction on 13 July.

A host of details dedicated to the happy couple ensure the MINI is a genuine one-off. The roof graphic, for example, is essentially an amalgamation of the US and UK national flags. And when you open the driver's and front passenger doors, an exclusive "Just Married" welcome message appears on the ground outside. "We're delighted that CHIVA is getting the chance to auction this special MINI at the Goodwood Festival of Speed," says Heilmer. "We're crossing our fingers it raises as much money as possible for this great cause."

MINI concept cars at the Festival of Speed.

Every year, the Goodwood Festival of Speed gives vehicles from different eras the opportunity to strut their stuff – from pre-war models to modern-day Formula One racers. The event is all about speed (as the name implies) and visitors enjoy an up-close experience of the racing cars on show. One highlight is the open access to the paddock throughout the Festival of Speed and the interaction between visitors and racing personalities of greater and lesser fame. The 2018 edition of the FoS also sees MINI presenting two design studies: the MINI Electric Concept and MINI John Cooper Works GP Concept, which were unveiled for the first time at last year's International Motor Show (IAA) in Frankfurt.

The MINI Electric Concept & MINI John Cooper Works GP Concept.

The MINI Electric Concept is surging into the future on a wave of innovation. The design study offers an early taster both of MINI's first fully-electric model (scheduled for presentation in 2019) and urban mobility over the years ahead. Urban mobility has always been part of the MINI brand's DNA and the city its natural habitat.

Bookending the MINI line-up at Goodwood is the MINI John Cooper Works GP Concept. Inspired by the brand's legendary racing success in Monte Carlo exactly 50 years ago, this concept car offers uncompromising dynamics and the ultimate in driving fun.

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Page 2

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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.

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