



Comunicat de presă
03 mai 2023

Racing MIMI – start in 2023 racing season

Continuous development, 15 races in 5 championships and many events in a busy third season. +++ Debut in 2023 with a Swiss watch and a spectacular photo session.

Bucharest/Râșnov/Sibiu. Racing MIMI, the first electric racing MINI in history, a project fully developed in Romania, already has a very valuable story. After the debut at the Poiana Brașov Hillclimb Race in 2021 with race driver Andrei Barbu, MIMI has collected over 30 participations in several national championships which culminated in a series of important performances in 2022. Last year Andrei Barbu achieved a ranking in the Top 10 and the first points in the National Hill Climb Championship, and Horia Platona managed a highly disputed podium in the Two wheel drive class in the National Super Rally Championship. In the National Championship of Electric Vehicles, MIMI authoritatively dominated the class under 250 HP and always fought for victory overall with models that developed 2-3 times the power of the MINI Cooper SE.

Under the development of Engage Engineering, in 2022 MIMI received a series of improvements and the name EVO in line with an iconic tradition in motorsport. Importantly, the MIMI EVO is not only the world's first electric racing MINI, but also one of the few racing models developed on the basis of a production electric car. At the same time, it is the only electric model in the competition to be based on series production model with an ISO-certified greenhouse gas footprint – between 33% and 50% lower than a petrol-powered MINI Cooper. This is an element that reinforces the sustainable character of the MINI Electric Racing motorsport program.

Among the improvements brought by Engage Engineering is the limited slip differential developed together with the German company Drexler – this also led to one of the first performance tuning accessories for electric cars worldwide, now BMW and MINI Cooper SE customers can order this part for their cars as well. The 2023 season aims to take the MIMI Evo story further. First, Engage Engineering

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continues the development story of the new model, with the next step being software to shape performance delivery. MIMI Evo is preparing to participate in around 15 races in 5 championships. In the foreground is the National Super Rally Championship, with Horia Platona in the dual capacity of race engineer and pilot, and the Hill Climb Masters Championship, once again with Andrei Barbu as pilot. The Hill Climb, Electric Vehicle championships are also targeted, as well as a new participation in the Women Rally.

At the same time, MIMI wants to further build the community of supporters and is preparing a series of new projects and events, which will attract new audiences to the competitions. In this context, we must mention the collaboration with art galleries for the presentation of works on the roof of the car, as well as participation in events such as Brand Minds, the largest business conference in Central and Eastern Europe.

Debut in 2023 with the presentation of a special watch

The season already started with a race in the Hill Climb Masters Championship, the Râșnov Trophy on April 22-23. In the context of a new route, almost 1 km longer than last year for the two climbs, Andrei Barbu quickly showed a better pace in training. In the end, the very difficult weather, with heavy rain, made the time recorded to be at last year's level. The Michelin rain tires were a big help, on the second climb Andrei managed to move up 2 positions in the general classification, finishing 24th out of 37 competitors registered at the start and 27 competitors classified at the end.

A detail that speaks of the strategic approach to hill climbs races is the consumption on each leg, which varied between 13% and 17% of the battery capacity, depending on Andrei's approach.

A special moment was also the presentation of the Louis Erard La Sportive limited edition of 250 copies, an automatic conograph watch made available by Albini Prasa. A company with roots in Switzerland and Romania, Albini Prassa started its activity in Romania in 2004, as a distributor of Swiss watches. Just as MIMI built in Romania

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a world premiere as the first electric competition MINI ever built, Albini Prasssa boasts a series of special edition watches for Romania in collaboration with Swiss brands such as Tissot and Bomberg.

Louis Erard La Sportive is notable for its use of bronze for the case, a neo vintage dial, domed sapphire crystal, bezel with black ceramic insert, innovative titanium folding buckle. The case material, bronze, offers impeccable resistance to wear and has the particularity of oxidizing and acquiring a patina that brings a unique character to each watch. Technically, each watch is powered by a Valjoux caliber 7750, the most tried and tested of all traditional Swiss chronograph movements. The back of the watch is transparent, revealing the inner mechanism and the weight of the winder, which have been redesigned and finished with a clear sporty spirit.

Photo session with MIMI unleashed

MIMI ended the month of April with a participation as the main star at the National Photography Conference in Sibiu. Even though he has no special preparation for macadam, Horia Platona performed on the track of Sibiu Rally Super Special for a photo session with the participation of several photographers with valuable experience in action photography – Mihai Ștețcu, Petrică Tănase, Bogdan Maran and Ramona Child. It was a session that marks the debut of MIMI in 2023 with particularly dynamic photos.

The following events in May

The month of May is immediately announced as a very busy one for MIMI. This weekend the team will be present at CTP Park Bucharest-Pitesti for the first stage of the National Electric Vehicle Championship, with a number of invited drivers. A weekend later, Horia Platona debuts in this Super Rally season in the Mangalia race, on May 13. It will also be the first meeting with a new electric racing MINI, also prepared by the Engage Engineering team, an independent project by Sebastian Șerban.

MIMI partners

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MIMI is also supported in 2023 by a series of powerful partners. UniCredit Leasing, financier of BMW Financial Services and MINI Financial Services, with an important involvement in Romanian motorsport, is the main partner of the project. Michelin supports the project and shoes MIMI including the versatile Michelin Pilot Sport and Michelin Pilot Sport Cup in a series of street demonstrations and competitions. Renovatio, with e-charge, the largest network of charging stations in Romania, provides charging solutions.

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BMW Group

Datorită celor patru mărci ale sale - BMW, MINI, Rolls-Royce și BMW Motorrad -, BMW Group este liderul mondial al constructorilor premium de automobile și motocicletele și oferă servicii financiare și de mobilitate premium. Rețeaua de producție a BMW Group cuprinde peste 30 de facilități de producție la nivel mondial; compania are o rețea globală de vânzări în peste 140 de țări.

În 2022, BMW Group a vândut, la nivel mondial, aproape 2,4 milioane de automobile și peste 202.000 de motociclete. În anul fiscal 2022, profitul brut a fost de 23,5 miliarde de euro, iar veniturile au fost de 142,6 miliarde de euro. La 31 decembrie 2022, BMW Group dispunea de o forță de muncă de 149.475 de angajați.

Dintotdeauna, succesul BMW Group s-a bazat pe gândirea pe termen lung și pe acțiunea responsabilă. Compania stabilește traseul pentru viitor încă dintr-o fază incipientă și în mod constant face ca dezvoltarea sustenabilă și gestiunea eficientă a resurselor să fie o piesă centrală a direcției sale strategice, de la lanțul de aprovizionare, trecând prin producție, până la finalul fazei de utilizare a tuturor produselor sale.

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