



MINI CORPORATE COMMUNICATIONS

Media information

18 October 2023

MINI says “Nice to Meet You Again”: International campaign for the launch of the new MINI family.



MINI is launching a 360 global campaign, created by the MINI Creative Team and the agency Anomaly, to celebrate the arrival of the all-new MINI family. New brand world reintroduces the broad public to a striking new design and visual language.

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Munich. Under the motto “Nice to Meet You Again” MINI is launching “The New MINI Family” campaign today celebrating the New All-Electric MINI Cooper and the New All-Electric MINI Countryman. The full 360 global campaign, encompassing TVC, OOH, social and digital, supported by a new campaign visual world brings entirely new attitude to the much loved and known brand and was created by the MINI Creative Team and the marketing agency Anomaly.

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Topic MINI says "Nice to Meet You Again": International campaign for the launch of the new MINI family.

Page 2

The cult classic, the MINI, is back. This time with a new generation of cars that are more MINI than ever. Full of enthusiasm, always unconventional and packed with ideas, the MINI is an automotive legend, much loved through the generations from old to young. 2023 sees the presentation of the new MINI family - embracing innovative technology while retaining the driving fun, identifiable design that MINI is renowned for and a new digital experience fulfilling their pledge to be a fully electric brand by 2030.

The New All-Electric MINI Cooper combines locally emission-free mobility and electrified go-kart feeling. An icon reinvented, with a completely new powertrain, the new Cooper E and SE variant sticks to its roots and its classic design cues. The largest MINI model, the new MINI Countryman is the first MINI to be manufactured in Germany. Versatile and powerful the New All-Electric MINI Countryman is perfect for the city and for more challenging terrain.

"The new, expressive visual language of our campaign "Nice to Meet You Again" ensures strong attention and differentiation. And the conception of the campaign in the sense of "digital first" offers a variety of possibilities for addressing the MINI community with individually tailored content. Working with our agency partners Anomaly and Media Monks was a very creative process that allows us to communicate the DNA of the new MINI family in a unique and emotional way. Just like the new MINI models, the associated marketing also demonstrates innovation and courage for new solutions," says Sebastian Beuchel, Head of MINI Marketing & Brand Management.

Highlighting the new MINI's progressive features, whilst also celebrating the brand's heritage, the new campaign from Anomaly, reintroduces the iconic car brand to a new generation. 'Nice to Meet You Again' showcases the MINI's iconic status and its place, as a brand, within culture. In addition to the brand claim "Big Love", "Color-Blocking" is the focus of the campaign, which above all follows the digital approach and presents consistent content worldwide.

The cars in the campaign are centred around and built for humans. Personality and emotion and individuality are woven throughout the MINI family. The New All-



Media information

Date 18 October 2023

Topic MINI says “Nice to Meet You Again”: International campaign for the launch of the new MINI family.

Page 3

Electric MINI Cooper, the icon, explores a stylish and charming world. Whereas the New All-Electric MINI Countryman is more adventurous and curious.

The films see the world through the car’s interactions with people. Using an ultra fish-eye ‘warped’ technique, the viewer sees how sensorial, personalisable and playful the new MINI family is. Set to Technotronic’s ‘Pump Up The Jam’, the new features of the New All-Electric MINI Cooper and the New All-Electric MINI Countryman are showcased. A song that became cult again through a new edition and thus fits perfectly to the new MINI family. From the OLED display that greets you like a friend, to the interior that changes to fit your mood, or the headlight that winks at you when you open the car. These interactions are reflected in transitions or ‘pumps’ that run through all film, print and digital work. The circularity is inspired by iconic MINI design elements from the brand’s inception, through every car right to the most modern iteration, the central focal point is embedded in MINI’s design heritage.

Joe Corcoran, ECD, Anomaly London said “Like with the cars, MINI have been great at allowing the work to be freed from the common tropes of car advertising. Showing people in a more interesting, up close and personal way. With abstract ‘pumps’ to express product features. All set to an absolute late 80s belter.”

The two 45’ TVC’s follow the New All-Electric MINI Cooper and the New All-Electric MINI Countryman across different terrains, cities and colour themes as they interact with their passengers on their varying, and at times, very different adventures. In addition to this classic format, clips and artwork complete the campaign, which is rounded off by colourful mounts. Over 1000 assets create a new, unique visual language for the MINI brand.

The main campaign will go live globally on Wednesday the 18th October. Markets such as EU, UK, USA, China, Japan and South Korea will follow soon.

Fuel consumption, CO₂ emission figures and power consumption were measured using the methods required according to Regulation VO (EC) 2007/715 as amended. They refer to vehicles on the German automotive market. For ranges, the NEDC figures take into account differences in the selected wheel and tyre size, while the WLTP figures take into account the effects of any optional equipment. For vehicles newly type-approved since 01.01.2021, the official specifications exist only according to WLTP. In addition, according to EU Regulation 2022/195, the NEDC values will no longer be included in the EC certificates of conformity as of 01.01.2023.

All figures have already been calculated based on the new WLTP test cycle. NEDC figures listed have been adjusted to the NEDC measurement method where applicable. WLTP values are used as a basis for



Media information

Date 18 October 2023

Topic MINI says “Nice to Meet You Again”: International campaign for the launch of the new MINI family.

Page 4

the assessment of taxes and other vehicle-related duties which are (also) based on CO₂ emissions and, where applicable, for the purposes of vehicle-specific subsidies. Further information on the WLTP and NEDC measurement procedures is also available at www.bmw.de/wltp.

For further details of the official fuel consumption figures and official specific CO₂ emissions of new cars, please refer to the “Manual on the fuel consumption, CO₂ emissions and power consumption of new cars”, available at sales outlets free of charge, from Deutsche Automobil Treuhand GmbH (DAT), Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen and at <https://www.dat.de/co2/>.

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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 over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2022, the BMW Group sold nearly 2.4 million passenger vehicles and more than 202,000 motorcycles worldwide. The profit before tax in the financial year 2022 was € 23.5 billion on revenues amounting to € 142.6 billion. As of 31 December 2022, the BMW Group had a workforce of 149,475 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

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