



Press release  
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## **MINI BAR BUDAPEST.**

The world's first MINI BAR, located in the heart of the Hungarian capital city, is The place for MINI fans and friends, day and night.

**Budapest.** "Food, Drinks, Music and MINI" is what you will get when going there with your friends: April 10th saw the official opening in Budapest of the world's first MINI BAR, inspired by the British premium brand, simultaneously with the launch of the new MINI in Hungary.

MINI BAR BUDAPEST situated right in the heart of the Hungarian capital city, in front of Saint Stephen's Basilica, is also ideally located for Budapest nightlife. "Nightlife is an essential part of MINI and vice versa – from now on especially in Budapest" said Baudouin Denis, Managing Director of BMW Group Hungary. "MINI is about pure excitement shared with friends, so now there is a cool MINI place for the huge local and global MINI community to meet and share MINI Lifestyle: MINI BAR BUDAPEST."

MINI BAR BUDAPEST is the fruit of a joint cooperation of MINI Hungary and the bar's owner-manager, Mr. Balázs Gubcsó. "Guests will immediately recognise MINI in every detail," says Balázs Gubcsó, who has many years' experience in building up and managing trendy bars and restaurants.

"Just like any MINI, MINI BAR BUDAPEST is compact in size yet full of charming details creating lots of opportunities for memorable moments with friends and for exciting parties. And, while the DJ plays cool music, we're serving the kind of cheeky food and cocktails that makes MINI so unique."

The manager of MINI BAR BUDAPEST first caught MINI-fever ten years ago, when he got behind the wheel of his MINI Cooper S. "Since then I've fallen even deeper in love with MINI, and now I run a MINI business, too" added Balázs Gubcsó. "The management of MINI in



Hungary and in Munich really supported the concept and made it come true, for the genuine pleasure of the global MINI community.”

Together with the opening of the exclusive bar the all-new MINI hatch was also introduced to the media and to the MINI community as well: invited by BMW Group Hungary more than 400 guests joined the party at MINI BAR BUDAPEST.

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## The BMW Group

The BMW Group is the leading premium manufacturer of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 28 production and assembly facilities in 13 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.

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