



Media Release

8 November 2016

MINI KICKS OFF SUMMER WITH UNIQUE LIVE CONTENT BILLBOARD IN JOHANNESBURG.

Midrand. Johannesburg residents will experience the first ever MINI interactive billboard campaign from 7 to 18 November. The three interactive billboards located at Sandton Eye at The Radisson Hotel in Sandton, Hyde Park Corner and the corner of Sandton Drive and Rivonia feature live footage streamed onto screens via Periscope showcasing the latest generation MINI Convertible in two different settings.

Through the billboard, members of the public will have the opportunity to choose the outdoor setting they'd like to see the MINI Convertible in, the choices are the beach or countryside (Cape winelands). The live footage on the billboards will change to align with the most chosen setting.

Interaction will be driven by a regional radio campaign featuring live reads and social media posts where the public will be encouraged to vote for their preferred MINI Convertible location by Tweeting either #MINIBeach or #MINICountryside.

The campaign also has a competition element. Participants who tweet using any of the hashtags will be entered into a draw at the end of the campaign, where one lucky person stands the chance of winning a holiday to the value of R30 000.

"MINI has always had a perfect feel for the times and because of this, we never stand still we always evolve with our customers. This campaign is one of the ways we are taking the initiative to find inventive ways to communicate with our customers," says Kabelo Rabotho, General Manager of MINI South Africa.

The MINI Convertible

The new edition of the first and still the only convertible in the premium small car segment embodies the most exclusive and emotionally intensive way of savouring authentic MINI driving fun. The fully automatic soft top can be activated spontaneously at the press of a button. It can even be opened and closed during travel at speeds of up to 30km/h, while the sliding roof function is available at any speed.

Two petrol engines with MINI TwinPower Turbo Technology are available (combined fuel consumption: 5.1 – 6.2 l/100 km; combined CO₂ emissions: 119 – 143 g/km). The 3-cylinder petrol engine of the MINI Cooper Convertible delivers an output of 100 kW, while the 4-cylinder petrol engine of the MINI Cooper S Convertible deliver an output of 141kW. Both the standard 6-speed manual transmissions and the optionally available 6-speed Steptronic transmissions have been newly developed for the latest MINI generation.

For more information visit www.mini.co.za

For any questions on this press release, please contact BMW South Africa's Group Communications Division as follows:

Thando Pato

Manager: Product Communications (MINI, BMW i and BMW Motorrad)

BMW Group South Africa (Pty) Ltd

Email: Thando.Pato@bmw.co.za

Tel: 012-522-2070

Mobile: 071-666-2070

The BMW Group

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 31 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2015, the BMW Group sold approximately 2.247 million cars and nearly 137,000 motorcycles worldwide. The profit before tax for the financial year 2015 was approximately € 9.22 billion on revenues amounting to € 92.18 billion. As of 31 December 2015, the BMW Group had a workforce of 122,244 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

Facebook: <http://www.facebook.com/BMWGroup>

Twitter: <http://twitter.com/BMWGroup>

YouTube: <http://www.youtube.com/BMWGroupview>

Google+: <http://googleplus.bmwgroup.com>