



Media Information
9 June 2010

Timbaland headlines with U.S. Country Singer, Michelle Branch at 'MINI Countryman Open Air'. Where urban meets country.

London, UK. Last night, against the back-drop of the metropolis' skyline and in amongst the green fields of Mudchute Farm in London, celebrations for the launch of the new MINI Countryman culminated in world-exclusive performances by megastar producer, Timbaland and U.S. country singer Michelle Branch at the 'MINI Countryman Open Air' event. Their single 'Getaway' – which received its first-ever live outing in front of a 500-strong audience including Eva Herzigova, Cat Deeley, Margherita Missoni, Jade Parfitt, Poppy Delevigne, Donna Air, Henry Holland, Jasmine Guinness, Tyrone Woods, Ben Grimes, Jack Kidd, Ozwald Boateng and Hofit Golan - is set to be released this summer by Warner Music.

The collaboration between one of the world's most prolific artist/producers and a U.S. country singer songwriter merged the 'URBAN meets COUNTRY' themes associated with the new MINI Countryman. From on-site graffiti artists to VIP guests wandering around in wellies and Henry Holland "House of Holland" T-shirt-clad crew, the 'MINI Countryman Open Air' fully lived up to the brand's quirky spirit. Warm-up acts came in the form of 'folktronica' musician James Yuil and Hot Chip's Joe Goddard spinning the wheels for the lively crowd before George Lamb brought on-stage Michelle Branch for her showcase of stellar pop-tinged modern country. As well as the exclusive MINI Countryman song 'Getaway' making its world debut in London, the MINI Countryman also had a starring role in the world exclusive preview for the track's music video.

Closing the night's exciting mini festival, Timbaland rocked everyone outdoors with his best known tracks including "Sexy Back" and "Promiscuous Girl."

To watch the music video for the new 'Getaway' track, visit www.press.bmwgroup.com or <http://www.minispace.com/mini-countryman-events/> and for live footage of last night's 'MINI Countryman Open Air' event, visit www.youtube.com/mini.

NOTE: MUSIC VIDEO ONLY FOR EUROPEAN TERRITORIES, FOR ONE YEAR ONLY. 'GET AWAY' TRACK ONLY TO BE STREAMED ON EUROPEAN WEBSITES. DO NOT STREAM ON U.S. SITES.

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The MINI Countryman launches in September 2010. This new MINI not only represents a genuine cross-over in terms of car design – it is MINI's biggest and first-ever four door car - its increased length and option of all-wheel drive will suit those living the Urban-Country lifestyle, providing the perfect solution for getting around town during the week and with enough room for family trips away at the weekend. With all the fun and go-kart handling that is expected from MINI, the new four-door option allows new buyers with families the chance to enjoy the MINI experience.

For more information, please visit www.press.bmwgroup.com or contact

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Notes for the editor:

The MINI Countryman – driving fun knows no bounds

MINI is extending its model range by a fourth variant, thereby opening up a new dimension of that unmistakable MINI feeling. As a crossover model, the MINI Countryman bridges the gap between the classic MINI concept and a contemporary Sports Activity Vehicle. Its extended options for urban mobility and potential uses in environments beyond the city mean new target groups with a greater demand for space and flexibility can now experience the driving fun associated with MINI. As the brand's first model to feature four doors and a wide-opening tailgate, it offers extended and highly versatile use of space, a slightly raised seating position and optimised ride.



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About Timbaland

As the force behind some of the biggest acts around, Timbaland is the urban music scene's most adventurous and credible producers - redefining the music industry with his own unique style of sound. Having worked with hundreds of the industry's top artists throughout his career - including Justin Timberlake and Madonna, Timbaland has lent his hand to music heavyweights including Aaliyah, Missy Elliot, Dr Dre, Nelly Furtado, Leona Lewis and the Pussy Cat Dolls, as well as working on material for Bjork, Jay-Z and now MINI.

About Michelle Branch

Michelle Branch is a successful country singer/songwriter having been a recording artist for the last ten years. Her major label debut, *The Spirit Room* - released in August 2001 - went multi-platinum, and produced three substantial hit singles. She was also nominated for a Grammy for best new Artist. Branch's reputation as a young musical artist with grown-up talent was further solidified in 2002 when she teamed up with Santana to record "The Game of Love," which became an international smash, later going on to win a Grammy Award for "Best Pop Collaboration With Vocal."