



Press release
22 March 2012

MINI United 2012. Major acts confirmed. International stars of the music and DJ scene get ready to make a noise at the quintessential MINI Community get-together.

Munich/Le Castellet. MINI United time is here again. The international Community growing up around the British premium small car brand is set to come together for the fourth running of a very special open-air festival from 11 – 13 May 2012. Lying in wait for the MINI United 2012 crowd at the Circuit Paul Ricard in Le Castellet, France – which played host to Formula One races over several decades – alongside the popular Community activities will be a top-class line-up featuring live music acts, motor sport and lifestyle action.

For MINI enthusiasts the world over MINI United has always been the festival of choice. And this year it will also be the first date in the diary for those of us powered by the music vibe. Indeed, with the official unveiling of the MINI United line-up it's clear MINI aficionados won't be the only ones to have their appetites fully satisfied; festival-goers from around the world will also be purring at the prospect of seeing their national and international music heroes perform live.

Confirmed line-up for MINI United 2012:

Friday, 11 May:

Iggy and the Stooges, Martin Solveig, Hubert-Félix Thiéfaine, The Rifles, Naive New Beaters

Saturday, 12 May:

Gossip, The Ting Tings, Ben Mazué, SOMA, Charlie Winston, Birdy Nam Nam

Company
Bayerische
Motoren Werke
Aktiengesellschaft

Postal Address
BMW AG
80788 München

Telephone
+49-89-382-57185

Internet
www.bmwgroup.com

Some 25,000 fans from more than 40 nations flocked to Silverstone in England for the MINI United festival in 2009 to celebrate not only the third Community catch-up but also the 50th anniversary of the brand's founding.



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Indeed, the event programme is richer in depth and variety than ever before. As well as live appearances by leading lights of the international music and DJ scene, it goes without saying that the MINI product family will also be taking to the stage in all its glory. The MINI John Cooper Works models will feel particularly at home in an arena where so much Formula One history has been written. Motor sport buffs will be in for a treat as the drivers do battle in a string of races in various MINI series, and the exclusive presentation of a new MINI model adds another highlight to the schedule. Last but not least, an array of fun sporting activities, stunt shows and an exhibition of exceptional Classic Mini cars ensure an attractive blend of al fresco party and car-based MINI action in every shape and form.

An extensive entertainment programme for younger MINI fans is guaranteed, as are a broad spread of culinary treats. Other essential features of a MINI United festival are the MINI Club Area and Beauty Parking, which serves as both a car park and stage for the more strikingly styled members of the MINI fleet. Indeed, for the majority of the fans at the fourth MINI United festival, driving to the venue in their own MINI is a key part of the event.

Further information on MINI United 2012 is now available at www.MINIspace.com/MINIunited. Regular updates on the event programme, motor sport and music line up will also be posted on the site, as well as tips and links on the event location, registration, ticket bookings and accommodation reservations in the area around the venue.



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In the event of enquiries please contact:

Corporate Communications

Katrin Herold, MINI Design and Lifestyle Communication
Tel.: +49-89-382-57185, Fax: +49-89-382-20626

Susanne Giuliani (née Spatz), BMW Group Design and Lifestyle Communication
Tel.: +49-89-382-20961, Fax: +49-89-382-20626

Media Website: www.press.bmwgroup.de
E-mail: presse@bmw.de

The BMW Group

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In 2011, the BMW Group sold about 1.67 million cars and more than 113,000 motorcycles worldwide. The profit before tax for the financial year 2011 was euro 7.38 billion on revenues amounting to euro 68.82 billion. At 31 December 2011, the BMW Group had a workforce of approximately 100,000 employees.

The success of the BMW Group has always been built 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. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last seven years.

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