

Media information
25 January 2021

MINI NEWS: THE DIRECT LINK TO BIG NEWS.



Bernd Körber, Head of the MINI Brand



Oliver Heilmer, Head of MINI Design



Petra Beck, project manager



Rauno Aaltonen, "rally professor"

New communication tool for staying in contact with the worldwide MINI community. Online registration possible as of now. The launch of the web platform with up-to-date information, photos and videos in hallmark MINI style is imminent.

Munich. 20 years ago, the sales launch of the modern MINI was the top event in the industry, and now, once again, great things are in store in the world of premium small cars. And MINI fans around the globe can join in right from the start. MINI News provides them with a direct link to all the latest information, brand new pictures and exciting videos about the latest innovations in the model range of the British premium brand. You can register online at **<https://pressevents.bmwgroup.com/min/login>** where you only need to enter your e-mail address to find out everything you need to know at first hand.

MINI News will kick off on Wednesday, 27 January. On this day, registered MINI News users will receive a link to the brand's new online platform. In parallel to the current publications in the **BMW Group PressClub** for journalists, there is a range of information in German and English available, that can be used by anyone who is interested - prepared in the typical MINI style and also ready to download.

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Media information

Date 25 January 2021
Topic MINI News: The direct link to big news.
Page 2

The focus is on a video – hosted on the **MINI Youtube channel** – in which selected MINI insiders explain the highlights of the latest model from their individual perspective. Bernd Körber, Head of the MINI Brand, looks at the elemental character and future prospects of the MINI. Oliver Heilmer, Head of MINI Design, invites his audience to take a close look at every exterior and interior detail. The MINI community will learn everything worth knowing about the vehicles on show from project manager Petra Beck. And „rally professor“ Rauno Aaltonen explains to fans why hallmark MINI driving pleasure continues to fascinate him more than 50 years after his victory at the Monte Carlo Rally.

The News Alert with a link to the latest news from the world of MINI will remain activated following the upcoming presentation. Because in future, too, new pictures, videos and information on model innovations and other current topics will be shared regularly on the new online platform as well as on **www.instagram.com/mini.news**. By registering at MINI News, all fans of the brand can be sure not to miss any news, in the future.



Media information

Date 25 January 2021
Topic MINI News: The direct link to big news.
Page 3

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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 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

In 2020, the BMW Group sold over 2.3 million passenger vehicles and more than 169,000 motorcycles worldwide. The profit before tax in the financial year 2019 was € 7.118 billion on revenues amounting to € 104.210 billion. As of 31 December 2019, the BMW Group had a workforce of 126,016 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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