



Media Information  
16 December 2010

### **Partnerships on snow and ice – MINI gives young talents an extra push.**

**MINI cooperates with leading snowboard manufacturer Burton. Partnership with Red Bull will be extended.**

**Munich.** The 2011 winter season will see car manufacturer MINI intensifying its involvement in lifestyle sporting events on snow and ice. As a cooperative partner to renowned snowboard manufacturer Burton, MINI will for the first time assist in the organisation of the Burton Global Open Series. Beyond this MINI will be continuing the partnership successfully launched with Austrian energy drink producer Red Bull at the beginning of 2010, which revolves around the Red Bull Crashed Ice World Championship.

#### **Cooperation with Burton**

MINI and Burton Snowboards are proud to announce a global partnership that focuses on the Burton Global Open Series (BGOS), one of snowboarding's most progressive competition series that takes place in four countries and awards riders with an overall championship title. Founded by Jake Burton, the Opens have grown from grassroots events to world class competitions attracting tens of thousands of spectators and riders from around the world.

As the presenting sponsor, MINI will play a key role in the BGOS, starting with the Burton European Open (BEO) next month in Laax, Switzerland. Along with a variety of other onsite activities, MINI will provide athlete and VIP shuttle services at the BEO in the new MINI Countryman – the first MINI model to offer not only five seats, but also a luggage compartment that can be extended up to 1,170 liters (41.3 cu.ft) to accommodate snowboard gear. Thanks to optional MINI ALL4 all-wheel drive, the MINI Countryman promises driving fun and performance on the way to and from the mountain.

Company  
Bayerische  
Motoren Werke  
Aktiengesellschaft

Postal Address  
BMW AG  
80788 München

Telephone  
+49 (0) 89 382 57185

Internet  
[www.bmwgroup.com](http://www.bmwgroup.com)



### Media Information

Date 16 December 2010

Subject Partnerships on snow and ice – MINI gives young talents an extra push.

Page 2

The partnership between MINI and Burton also includes two awards that MINI will present to competitors at the US Open, the final BGOS event of the season. In addition to the Burton purse of \$50,000 cash, the male and female rider with the most BGOS points for the 2010/2011 series will each receive a new MINI Countryman. MINI has created a special rider award that's in line with the MINI philosophy 'Creative Use of Space'. The 'Creative Use of Space' award will be an additional cash prize given to one male and one female rider who have shown creativity and progression throughout the BGOS series.

Below is a list of upcoming BGOS events, all presented by MINI.

European Open	January 8-15, 2011, Laax, Switzerland
Canadian Open	February 1-6, 2011, Canada Olympic Park, Calgary
US Open	March 7-13, 2011, Stratton Mountain Resort, USA

### **Cooperation with Red Bull Crashed Ice**

MINI will expand its cooperation with Red Bull. The car manufacturer will be partner of Red Bull Crashed Ice, where groups of four athletes on ice skates plunge down an ice cross downhill track some five metres wide and peppered with bumps, jumps and banked turns. This innovative and – in every sense – cool winter sports events comprises four events. The races take place on an artificial ice cross downhill track specially created for each event and extending to around 350 metres in length. As in 2010, the venue for the season opener on 15 January 2011 is the Olympiapark in Munich.

For MINI, this committed involvement in unconventional winter sports opens up new possibilities for reaching a young, actively sporty, lifestyle-oriented target group. Where innovative concepts, originality and the right feeling for speed and curves are at the heart of the action, the brand's latest models are right in their



### Media Information

Date 16 December 2010

Subject Partnerships on snow and ice – MINI gives young talents an extra push.

Page 3

element as well. MINI provides an athletes' shuttle services with MINI Countryman for the Red Bull Crashed Ice World Championship.

At the Red Bull Crashed Ice World Championship, MINI will also be demonstrating its innate commitment to supporting outstanding talent: 2011 will mark the first presentation of the MINI Rookie Award. This distinction is reserved for the best newcomer of the year and will reward the top-placed of all athletes venturing onto the ice cross downhill track for the first time in the new season. After the curtain-raiser in Munich on 15 January 2011, the MINI Rookie Award will also be presented at the next three events in the Red Bull Crashed Ice World Championship.

Below is a list of upcoming Red Bull Crashed Ice events, all presented by MINI.

Red Bull Crashed Ice Germany	15 January 2011, Munich
Red Bull Crashed Netherlands	5 February 2011, Valkenburg
Red Bull Crashed Ice Russia	26 February 2011, Moscow
Red Bull Crashed Ice Canada	19 March 2011, Quebec

For questions please contact:

Katrin Hock, Product Communication MINI  
Phone: +49-382-57185, Fax: +49-89-382-57185

Martina Daschinger, Business and Finance Communications, Marketing  
Phone: +49 89 382 23401, Fax: +49 89 382 24418

Cypselus von Frankenberg, Head of Product Communication MINI  
Phone: +49-89-382-30641, Fax: +49-89-382-20626

Media Website: [www.press.bmwgroup.com](http://www.press.bmwgroup.com)  
E-mail: [presse@bmw.de](mailto:presse@bmw.de)