



Media Information  
28 September 2011

## **LONDON 2012 HOPEFUL PERFORMS WORLD-FIRST LONG JUMP OVER THREE MINI'S**

England long jump champion J.J. Jegede succeeds in attempt to clear three MINI London 2012 Edition models.

England long jump champion and London 2012 hopeful J.J. Jegede today succeeded in his attempt to jump over the roofs of three cars at the launch of the MINI London 2012 Edition Models.

This world-first took place at Potter's Field, London. The three MINIs when lined up measured approximately six metres in length, a successful jump by a world-class athlete in optimum conditions is seven to eight metres, so Jegede, with no safety-net and under pressure to perform in extraordinary circumstances had very little margin for error.

In order to give Jegede the correct elevation for the jump, the run-up track and sand pit were raised to the height of the MINI's roofs on specially-constructed structures positioned either side of the vehicles. Both track and pit were built to competition standard to ensure the best conditions for the attempt.

J.J. Jegede said: "When you watch athletics on TV it's hard to really understand just how far professional athletes can jump. I've always wanted to demonstrate my ability in a fun way, so I jumped at the chance to perform an Evel Knievel-style display. It is my ultimate dream to compete at London 2012. I spend much of my spare time working with young people to get them

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involved in sport too, but I certainly advise any budding athletes not to try this one at home.”

British Olympian Steve Backley, who hosted the proceedings, added: “This has been a fantastic celebration of world-class talent, an extraordinary feat and a special treat for the fans. Having performed on the world stage myself I know how nerve-wracking it feels before a big performance, but in these extraordinary conditions I can’t imagine what J.J. was feeling.”

MINI UK, through its affiliation to London 2012 partner BMW, is proud to be an official partner to Team GB and the ParalympicsGB Team on their journey to the London 2012 Olympic and Paralympic Games. Acting as the biggest fan for both teams, MINI hopes its support will help to inspire extraordinary performances.

The event provided the first look at the new London 2012 special, limited edition models to celebrate the London 2012 Olympic Games. There will be just 2,012 of these special edition models built, and will come in the Union Jack themed colours of red, white and blue. All models boast a white roof featuring the iconic London 2012 Olympic Games logo. The exterior features a distinctive Union Jack single sport stripe and the side scuttles also bear the London 2012 Olympic Games logo.

Inside, the most striking feature is the London skyline, beautifully etched across the width of the dashboard. Silhouetting some of London’s most iconic

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landmarks, including Tower Bridge, Battersea Power Station and the London Eye, the dashboard also displays the words "London 1 of 2012". The headrests complement the theme with Union Jack piping and a London 2012 logo is stitched on the inner edge of both front seats.

### **B-ROLL, WEB VIDEO PACKAGES AND PHOTOGRAPHY AVAILABLE UPON REQUEST.**

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#### **The BMW Group**

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 25 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

During the financial year 2010, the BMW Group sold 1.46 million cars and more than 110,000 motorcycles worldwide. The profit before tax for 2010 was euro 4.8 billion on revenues amounting to euro 60.5 billion. At 31 December 2010, the BMW Group had a workforce of approximately 95,500 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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