



Media Information
12 January 2012

MINI TAKES YOUNGSTERS OUT ON THE TRACK WITH MOTORSPORT VISION'S YOUNGDRIVE

Drivers as young as 11 years old can now experience MINI's driving fun on some of the UK's most famous circuits

MINI is delighted to team up with MotorSport Vision to supply a fleet of MINI One models for its YoungDrive programme. The scheme offers children as young as 11 years old (and a minimum of 4' 8" tall) the chance to have their first taste of motoring.

The dual controlled MINI Ones are available at Brands Hatch, Oulton Park and Bedford Autodrome and each car features a DSA-approved instructor who will teach young drivers essential skills in a traffic-free environment to prepare them for hitting the roads for real when they're old enough.

"The MINI One is the perfect car to give young people their first driving experience and is very popular amongst new drivers; it's small, nippy and fantastic fun. I'm sure it will leave them counting the days to their 17th birthday!" says Jochen Goller, Director, MINI UK.

Jonathan Palmer, owner of Motorsport Vision says "Our renowned YoungDrive programme is a fun and informative course that's designed to give a positive first experience for new drivers and its popularity has grown significantly over the past few years. I'm delighted we've joined forces with the iconic MINI brand - it really is the perfect car for young people to sample driving for the first time."

This collaboration further highlights MINI's dedication to investing in young drivers; the company already supplies a fleet of MINI Ones to the MINI Drivers @ Goodwood programme.

For more information on availability and restrictions contact MSV on 0843 453 1000 or www.motorsportvision.co.uk.

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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, Husqvarna Motorcycles 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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