



Media Information
26th January 2012

EXTRAORDINARY ELLIE DRIVEN TO BE THE BEST

Gold medallist learns to drive in her MINI as she prepares for London 2012

Double Paralympic gold medallist, Ellie Simmonds MBE, has added to her preparations for London 2012 by learning to drive in her specially adapted MINI One Hatch which she received as part of MINI's commitment to be the biggest fan of ParalympicsGB and TeamGB.

The 17-year old, who is originally from Walsall, spends weekdays training in Swansea and a considerable amount of time travelling between the two. She's looking forward to gaining the greater independence it will offer:

"I'm really enjoying being out on the road and my MINI is perfect – I can't wait to pass my test! It will be really great to be able to drive myself around and the support is really helping me to do that."

To allow Ellie to make the most of her new car, the MINI's interior has been redesigned to feature a false floor in the driver's foot well and pedal extensions.

Ellie's car is just one of a number that BMW will be adapting as part of its role as the Official Automotive Partner of London 2012. Various cars will be adapted to the requirements of disabled volunteers with modifications including push-pull hand controls for brake and accelerator, left-foot throttles and steering balls all in the process of being installed.

BMW Group Company

Postal Address
BMW (UK) Ltd.
Ellesfield Avenue
Bracknell Berks
RG12 8TA

Telephone
01344 480320

Fax
01344 480306

Internet
www.bmw.co.uk

BMW was chosen by the London Organising Committee of the Olympic Games (LOCOG) as the Official Automotive Partner to London 2012. As part of the



'MINI is affiliated to BMW, an official partner of the London 2012 Games'

MINI

United Kingdom

Corporate Communications

Media Information

Date

Subject

Page

EXTRAORDINARY ELLIE DRIVEN TO BE THE BEST

2

partnership, BMW will supply a range of Efficient Dynamic diesel cars, hybrids and electric vehicles, achieving average CO2 emissions below the LOCOG target of 120g/km, as well as bicycles and motorcycles.

To find out more about our performance team and to view the athletes' performance moments visit www.bmw.co.uk/London2012.

Ends

The BMW Group

With its three brands – BMW, MINI and Rolls-Royce – the BMW Group is one of the world's most successful premium manufacturers of cars and motorcycles. It operates internationally with 24 production sites in 13 countries and a global sales network with representation 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.

For further information please contact:

Toan Ravenscroft	freud communications
Tel: 02030 036 684	Email: Toan.Ravenscroft@freud.com
Michelle Roberts	Corporate Communications Manager London 2012
Tel: 01344 480 719	Email: Michelle.Roberts@bmw.co.uk

MINI Press Office Contacts:

Jemma Chalcroft	MINI Media Relations Executive
Tel: 01344 480739	Email: Jemma.Chalcroft@mini.co.uk
Sarah Heaney	MINI Media Relations Manager
Tel: 01344 480110	Email: Sarah.Heaney@mini.co.uk
Wieland Bruch	Corporate Communications Manager
Tel: 01344 480113	Email: Wieland.Bruch@bmw.co.uk

MINI

United Kingdom Corporate Communications

Media Information

Date

Subject

Page

EXTRAORDINARY ELLIE DRIVEN TO BE THE BEST

3

Graham Biggs Corporate Communications Director
Tel: 01344 480109 Email: Graham.Biggs@bmw.co.uk

Media website: www.press.bmwgroup.co.uk

www.mini.co.uk

www.facebook.com/miniuk

www.youtube.com/miniuk