



Press release
22 February 2012

MINI further widens its global sales network: first MINI showroom launches in Jordan.

Munich/Amman. Premium small car brand MINI has stepped up its involvement in the Middle East sales area in geographical terms as well: the brand's market entry into the Kingdom of Jordan brings a further boost to MINI's presence in this growth-intensive economic region. In 2011, MINI posted a 77 per cent increase in sales in the Middle East. Worldwide, the British premium carmaker is now represented in more than 100 countries.

The new MINI branch will open in the centre of the capital Amman – a bustling city of some 3 million – in partnership with a local dealer who already collaborates with the BMW Group on BMW car sales and service. Potential MINI customers in Jordan will be able to choose from the full model portfolio. In addition to the MINI, MINI Clubman and MINI Convertible, the range also includes the MINI Countryman and the two latest additions to the brand family, the MINI Coupé and MINI Roadster. All models will be available in MINI Cooper (90 kW/122 hp) and MINI Cooper S (135 kW/184 hp) variants.

A new Middle East sales record was achieved in 2011 not just by the MINI brand but by the BMW Group as a whole, with a total of 18,657 BMW and MINI vehicles delivered to countries in the region. The most popular markets were the Emirates Abu Dhabi and Dubai, alongside Saudi Arabia, Kuwait and Qatar, in all of which MINI too is strongly represented. Beyond this, the British premium brand sells its models in Lebanon, Bahrain and Oman as well.

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Page 2

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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.

In 2011, the BMW Group sold about 1.67 million cars and more than 113,000 motorcycles worldwide. The profit before tax for the financial year 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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