



Media Information
23 January 2013

11TH YEAR ON TOP FOR MINI AT THE BUSINESSCAR AWARDS

MINI has once again reinforced its position as the car to beat after BusinessCar Magazine named the MINI Hatch 'Supermini of the Year' for the 11th consecutive year at their annual awards.

The BusinessCar Awards are the only honours in the company car and van industry that are solely voted for by the readership, which makes them the most influential in the business car arena. MINI continued to impress readers, with its unique combination of great design, low running costs, low CO₂ emissions and exceptionally strong residual values contributing to its repeated success.

"MINI's combination of brand prestige and fun-to-drive character with efficiency and residual values that lead to unbeatable running costs mean it's no surprise that the car has now held onto BusinessCar's Supermini of the Year award for an 11th year," said BusinessCar Editor Paul Barker. "It's a huge achievement, and illustrates the massive appeal in the corporate sector for a car with the qualities that the business car market relies on."

Efficiency has never been more important for business customers, and MINI has continued to lead innovation some 11 years after first winning BusinessCar's Supermini of the Year award. MINI's acclaimed MINIMALISM technologies are fitted as standard on Cooper, Cooper D, Cooper S, Cooper SD

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

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and John Cooper Works models, employing a host of fuel-saving and emission-lowering technologies. Brake Energy Regeneration, Auto Start-Stop, Gearshift Indicator and Electromechanical Power Steering are among the key MINIMALISM technologies, ensuring CO₂ emissions on the MINI Hatch start from just 99g/km on the MINI Cooper D.

The 11th BusinessCar accolade comes as MINI prepares to celebrate another milestone this year, with 100 years of continuous car production at the brand's historic Oxford production plant in March. The MINI Plant has been producing the award winning MINI since 2001, prior to which an array of vehicles were built in the preceding 88 years.

Ends

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 29 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2012, the BMW Group sold about 1.85 million cars and more than 117,000 motorcycles worldwide. The profit before tax for the financial year 2011 was euro 7.38 billion on revenues amounting to euro 68.82 billion. At 31 December 2011, the BMW Group had a workforce of approximately 100,000 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 eight years.

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MINI Press Office Contacts:

Chris Overall MINI Media Relations Executive
Tel: 01344 480739 Email: Chris.Overall@mini.co.uk

Sarah Heaney MINI Media Relations Manager
Tel: 01344 480110 Email: Sarah.Heaney@mini.co.uk

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

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

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