



Media Information  
20 March, 2014

## **BMW Group at the 2014 Goodwood Festival of Speed Press Day**

- New BMW i8 to drive up Goodwood's famous hill
- BMW pavilion to showcase all-new M cars at this summer's Festival
- UK premiere at Goodwood of the MINI John Cooper Works Concept

BMW's most advanced sport car ever, the new BMW i8, will be seen in action for the first time in the UK at The Goodwood Festival of Speed on 26-29 June 2014. Along with a line-up of the hottest new BMW M cars on stand, this summer's Festival promises one of the most exciting displays ever for the Bavarian manufacturer.

The BMW i8 will steer its way up the famous 1.16 mile course, showcasing the searing acceleration of the new plug-in hybrid sport car. The delivery of the first customer i8s will start in June 2014, while the introduction of optional BMW laser headlights for the BMW i8 is scheduled for autumn 2014. The BMW i8 will be the world's first production car to offer this innovative lighting technology.

The BMW pavilion will host the fifth-generation of the iconic high-performance sports car from BMW M. The new BMW M3 Saloon and new BMW M4 Coupé will entice visitors to an already exciting stand featuring other new M models, including a special anniversary edition on display. Meanwhile, as part of the Moving Motor Show, selected customers and media will have the opportunity to drive either the new BMW M3 or new BMW M4 up the hill and see a special M4 Coupé on display – the PistonHeads Fan car - <http://bit.ly/O1WMdK>

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# **BMW Group**

## **United Kingdom**

### **Corporate Communications**

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MINI has its own attractions and will showcase incarnations of the all new MINI Hatch. A contemporary evolution of the classic MINI design, the new car features significant improvements in technology, engine efficiency and power delivery, driving dynamics, quality and personalisation. Built in Oxford, the new MINI Hatch has a range of three entirely new engines, including a new ground-breaking 1.6 litre three-cylinder engine, and each featuring MINI TwinPower Turbo Technology.

Performance-oriented MINI fans will be able to see the MINI John Cooper Works Concept on display for the first time in the UK. The Concept premiered at the NAIAS 2014 in Detroit and represents the next generation of the sporty John Cooper Works model. Developed with extensive race track expertise, the car features large air inlets in the front apron, a rear spoiler as well as distinctively designed side sills and rear apron – complemented by a sports brake and sports exhaust system.

MINI will also celebrate the 50<sup>th</sup> anniversary of rally legend, Paddy Hopkirk, winning the 1964 Monte Carlo rally in a Mini Cooper. Paddy will be on the MINI stand to answer questions about his famous victory and sign autographs.

Representing BMW Group UK at the Goodwood Motorsport Press Day at Bonhams, London, will be Martin Harrison, Media Relations Officer, on 07815 377083 who will be available to answer media enquiries.

**Ends**

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The BMW Group is the leading premium manufacturer of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 28 production and assembly facilities in 13 countries and has a global sales network in more than 140 countries.

In 2013, the BMW Group sold around 1.963 million cars and 115,215 motorcycles worldwide. The profit before tax for the financial year 2012 was €7.82 billion on revenues amounting to €76.85 billion. As of the 31<sup>st</sup> December 2012, the BMW Group had a workforce of 105,876 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.

Further information about the BMW Group can be found here:

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