



Media Information  
13 August 2014

## **YOU'RE NEVER TOO YOUNG TO START A MINI LOVE AFFAIR!**

MINI fans as young as 11 can now experience the new MINI Hatch on the UK's best circuits with MotorSport Vision's YoungDrive! scheme

- New MINI One Hatch delivered to MotorSport Vision
- YoungDrive! enables children to get behind the wheel
- MotorSport Vision runs a number of UK's most famous circuits

Youth may be wasted on the young, but the charms of the new MINI Hatch won't be. MINI has further strengthened its relationship with MotorSport Vision by supplying 11 new MINI One Hatch models for its YoungDrive! programme.

The YoungDrive! scheme offers children as young as 11 years old (and a minimum of 4 feet 8 inches tall) the chance to have their first taste of motoring. It's intended to allow eager pre-teens the opportunity to experience driving in a safe and controlled environment.

Available at Brands Hatch, Oulton Park, Bedford Autodrome and Snetterton, each session in the MINI comes with a DSA-approved instructor who will teach the young drivers essential motoring skills in a traffic-free environment before they hit the road for real.

The 11 dual-control MINI Cooper D Hatch replace a fleet of previous generation MINI One Hatch that MotorSport Vision has used for the YoungDrive! scheme since 2012.

"What better way to experience driving for the first time than by climbing into a new MINI Hatch?" said Chris Brownridge, Director, MINI UK. "The MINI One is agile, nippy and a perfect accompaniment to some of the UK's most famous racing circuits – it really is the perfect car for young people to sample driving for the first time."

Jonathan Palmer, chief executive of YoungDrive! operator MotorSport Vision, said: "MINIs are the perfect choice for our unique YoungDrive! programme –

BMW Group Company

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# MINI

## United Kingdom

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they're easy to drive and they're fun, perfect for encouraging the desire to learn car-control skills and for fostering a love of driving."

For more information on availability and restrictions contact MSV on 0843 453 1000 or [www.motorsportvision.co.uk](http://www.motorsportvision.co.uk).

#### The BMW Group

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. 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 approximately 1.963 million cars and 115,215 motorcycles worldwide. The profit before tax for the financial year 2013 was € 7.91 billion on revenues amounting to approximately € 76.06 billion. As of 31 December 2013, the BMW Group had a workforce of 110,351 employees.

The success of the BMW Group has always been based 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.

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