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|  | Media Information |
|  | XX August 2015  |
|  | “THE MINI” – the first MINI designed surfboard, in collaboration with legendary surf manufacturer, Channel Islands Surfboards.  |
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* First MINI designed surfboard, “THE MINI”
* Expert design team includes MINI Head of Exterior Design, Christopher Weil and professional surfer, Kalani Robb
* Exclusive partnership between MINI UK and British surf school, Croyde Surf Academy

MINI has teamed up with Channel Islands Surfboards, the most acclaimed and premium surfboard manufacturer in the world, to develop a surfboard which "surfs like a MINI”.

The board, called “THE MINI” reflects MINI’s best attributes and has been shaped from scratch to cut through waves at speed with its short and sporty design.

The development and design team included Christopher Weil, Head of Exterior Design at MINI, and US Open surfing Champion Kalani Robb. “To create this feeling of agility and speed, we’ve developed a board with a little extra tail volume. The board’s wider outline and low rocker really make it fly” explains Robb.

True to the nature of the MINI brand, surfers can customise their surfboard by choosing from almost any combination of stylish colours and schemes; from Chili Red to black rally stripes.

To celebrate the launch of “THE MINI” surfboard, MINI UK is partnering with British surf school Croyde Surf Academy. Based in North Devon the surf school teaches children and adults of all ages how to surf out of its trademark big blue bus looking over Croyde Bay.

Croyde Surf Academy head coach, Carlo Fusie-Ferrero said: “I absolutely loved it, best board I’ve surfed for a while!”

“THE MINI” is available now from selected outlets and the Channel Islands online shop with prices starting at £580.

Link to purchase: http://www.cisurfboards.com/

**About Channel Islands**

Since 1969, Channel Islands Surfboards has been dedicated to performance and quality through hard work, innovation, and originality.

**About Kalani Robb**

 A surfing legend - the Hawaiian-born pro is a multiple title-winner becoming US Open Champion and making the top five of the ASP World Rankings in the process. Robb has also shown off his surfing and acting skills in Hollywood movies and surfing films, including *Forgetting Sarah Marshall* and *Blue Crush*. The passionate MINI driver lives in San Clemente, California and is using his experience to play an active role in the creation of the new MINI surfboard.

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

In 2014, the BMW Group sold approximately 2,118 million cars and 123,000 motorcycles worldwide. The profit before tax for the financial year 2014 was approximately € 8.71 billion on revenues amounting to € 80.40 billion. As of 31 December 2014, the BMW Group had a workforce of 116,324 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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