

MINI AT GOODWOOD FESTIVAL OF SPEED 2016



06/2016
page 1

- World premiere of MINI Seven, the first design model of current generation
- Unveiling of brand new UK-only model, MINI John Cooper Works Challenge
- The fastest production car exclusively built for UK market will go up the Hill climb along with the MINI Challenge Race Car
- MINI ambassadors, Harry Hunt and Charlie Butler-Henderson available for interviews on MINI stand throughout the weekend
- 3D virtual exhibit showcasing the MINI VISION NEXT 100 vehicle, developed to celebrate 100 Years of BMW Group

The world premiere of the first MINI design model of the current generation will take pride of place on the MINI stand at this year's Goodwood Festival of Speed.

MINI Seven, inspired by classic Mini heritage fused with modern design and technology, will be on display for the very first time from 23-26th June and will showcase specially designed exterior and interior looks unseen before on this generation's model line-up.

Joining MINI Seven on the stand will be the new MINI John Cooper Works Challenge, developed exclusively by a specialised team of racing drivers at Plant Oxford for the UK market.

Based on the ultimate performance MINI, John Cooper Works Hatch, and inspired by the MINI Challenge Race car, the MINI John Cooper Works Challenge takes performance to a new level, while also offering a thrilling on-road driving experience without sacrificing everyday comforts and refinement.

As well as experiencing the latest production models, visitors to the MINI stand at Goodwood Festival of Speed 2016 will be able to interact with a 3D virtual exhibit showcasing the MINI VISION NEXT 100 vehicle. Developed to celebrate 100 Years of BMW Group and show the brand's vision for mobility of the future, the MINI VISION NEXT 100 will be revealed at the Roundhouse, Camden, London on 16th June.

Elsewhere at the festival, Dakar driver, Harry Hunt will be on hand with the MINI ALL4 Racing car, which he drove to finish 10th in his debut Dakar race this year. MINI Challenge racing driver, Charlie Butler-Henderson will also be driving the new MINI John Cooper Works Challenge up the iconic Goodwood hill.

For those wishing to try their hand at racing themselves, the MINI stand also has its very own MINI Challenge Racing Experience. Budding amateur drivers can use the virtual driving experience to pit themselves against their friends driving the MINI Challenge race car.

Ends

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 2015, the BMW Group sold approximately 2.247 million cars and nearly 137,000 motorcycles worldwide. The profit before tax for the financial year 2015 was approximately €9.22 billion on revenues amounting to €92.18 billion. As of 31 December 2015, the BMW Group had a workforce of 122,244 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.

www.bmwgroup.com

Facebook: <http://www.facebook.com/BMWGroup>

Twitter: <http://twitter.com/BMWGroup>

YouTube: <http://www.youtube.com/BMWGroupview>

Google+: <http://googleplus.bmwgroup.com>

MINI Press Office Contacts:

Sarah Morris	MINI Media Relations Executive
Tel: 07815 370747	Email: Sarah.Morris@mini.co.uk

Chris Overall	MINI Media Relations Manager
Tel: 07815 370990	Email: Chris.Overall@mini.co.uk

Piers Scott	General Manager, Product and Internal Communications
Tel: 07815 378190	Email: Piers.Scott@bmw.co.uk

Graham Biggs	Corporate Communications Director
Tel: 07815 376867	Email: Graham.Biggs@bmw.co.uk

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

www.mini.co.uk

www.twitter.com/miniuk

www.facebook.com/miniuk

www.youtube.com/miniuk