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MINI USA LAUNCHES ITALIAN JOB INTERNET SITE
Site Features Latest Technology and a Chance To Win a Trip to Venice

Woodcliff Lake, New Jersey, May 22, 2003..With excitement mounting for the upcoming May 30th release of the new Italian Job movie, MINI USA has launched a special Italian Job microsite on www.miniitalianjob.com.

The site will give MINI fans and film buffs the chance to explore the Italian Job movie in detail and learn more about the cars that starred in it as they race through (and below!) the streets of LA. Users also get the chance to apply to win a trip for 2 to Venice, the location of the movie's opening scenes.

Pause and manipulate video footage

The website is fun to use and is very interactive. Technologically advanced, it uses the new Flash MX to seamlessly integrate video footage online. This means that users can view the Italian Job movie trailer easily and, even more impressively, they can manipulate footage of a climatic MINI chase scene, pausing the cars in mid-air to learn about special modifications made during shooting and details on the product attributes that make MINI the ideal getaway car.

Zoom navigation help users discover contest clues

The microsite's intriguing design interface encourages visitors to explore an interactive map of Los Angeles, using an innovative "zoom" navigation that lets them drill down from a bird's eye view to a "man on the street" vantage point. Visual cues -- from a passing blimp to zooming cars -- aid you in discovering the key content areas.

In addition to innovative visuals, the site uses sound to create a complete user experience, from the rumble of the LA subway, to the lapping waves of a Venice gondola. More than simply providing ambiance, audio cues further assist visitors in discovering the site's hidden tidbits -- including a host of facts about MINI, the movie, and motoring -- all of which are critical to submitting a successful entry to MINI's "Win a Trip to Venice" contest.

MINI fans will enjoy learning more about their favorite car's role in the film through the many hidden content areas and by watching a 'behind the scenes' video. Movie fans will also get to see rare tidbits about the making of the film.

MINI, the 2003 North American Car of the Year, joins a stellar cast that includes Mark Wahlberg, Edward Norton, Charlize Theron, Jason Statham, Seth Green, Mos Def and Donald Sutherland in Paramount Pictures' film, *The Italian Job*, opening nationwide May 30th. A contemporary adaptation of the 1969 classic, which starred Michael Caine, Noel Coward and Benny Hill, this updated version of *The Italian Job*, directed by F. Gary Gray, pays homage to the original film and adds a modernized twist.

In *The Italian Job*, mastermind thief Charlie Croker (Mark Wahlberg) pulls off an amazing gold bullion heist from a heavily guarded palazzo in Venice, Italy, only to be double-crossed by one of his crew. Seeking revenge, Charlie recruits Stella (Charlize Theron), a beautiful nerves-of-steel safecracker, and along with his former gang, follows the backstabber to California where they plan to re-steal the gold by manipulating traffic signals and creating havoc on the streets of Los Angeles.

Inspired by the use of the previous generation Mini Cooper, the new movie showcases MINI throughout the film, proving the vehicle's agility as it maneuvers through traffic, careens down stairs, weaves through subway tunnels and races down sidewalks as only MINI can.

BMW Group In America

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Information about BMW Group products is available to consumers via the Internet at <http://www.bmwusa.com> <http://www.bmwmotorcycles.com> and <http://www.miniusa.com>

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