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MINI AND PUMA® JOIN FORCES TO LAUNCH DRIVING SHOE

MINI_motion Launch Supported by PUMA's Concept MINI

Woodcliff Lake, NJ, August 5, 2003 ... PUMA®, the global sports-lifestyle brand, has joined MINI in a unique cross-discipline collaboration. The two leading brands have teamed up to produce a unique two-part driving shoe and a striking PUMA-styled concept MINI.

This September, MINI and PUMA introduce the ultimate shoe for motoring enthusiasts – the MINI_motion 2 part shoe. This driving shoe is part of MINI_motion, a signature collection of premium clothing and accessories from MINI. To celebrate this unique collaboration that takes a modern outlook on urban transportation, PUMA has also produced an innovative concept car, the PUMA MINI Cooper S that brings up-to-the-minute footwear technology into the automotive arena.

MINI_Motion 2 Part Driving Shoe

The MINI_motion 2 part shoe has similar features of a Formula 1 racing shoe and was developed using PUMA's extensive motorsport experience. The low-profile outsole resembles the natural shape of the foot, helping to ensure optimal movement while switching from accelerator, to brake. With the perfect mix of performance and fashion, this sport lifestyle shoe's most innovative feature is the removable interior bootie. The bootie has an outsole for improved traction that utilizes a screen rubber pattern identical to the main shoe's outsole. Ideal for comfort on longer drives, the bootie provides an unexpected feature in an unusual shoe.

Concept PUMA MINI Cooper S

In addition to the MINI_motion 2 part shoe, the collaboration also allowed PUMA's design team to 'style' a MINI. The PUMA design team not only to put their inimitable mark on the car's exterior, but also cleverly integrated innovative footwear technologies into the interior. The result is a PUMA-enhanced car that puts a unique twist on the MINI driving experience.

Innovative Shoe Technology in a Car

A key element of the PUMA MINI is the application of PUMA's air mesh footwear technology to the car's seats. Typically used in sports shoes for its comfort and breathable shock absorption properties, the air mesh provides a fresh new look and feel to the car interior.

On the exterior, yellow tinted windows mark this MINI as something unique and this look is set off by a PUMA formstrip that begins at front wheel arch and extends to the rear of the vehicle. The tonal detailing of the formstrip offers a subtle reference to PUMA's signature look.

Coming To America

The PUMA MINI Cooper S will be showcased at PUMA flagship stores in New York, South Coast Plaza, Santa Monica, Santa Barbara and San Francisco, while the European tour travels to Frankfurt, Milan and London. The MINI_motion 2 part shoe will be sold for a limited time at these locations for the duration of the tour and at other select specialty stores across the U.S. During the in-store promotion, consumers are invited to enter the car and sit behind the wheel of the PUMA concept MINI to experience MINI "in motion".

About PUMA

PUMA® is the global athletic brand that successfully fuses influences from sport, lifestyle and fashion. PUMA's unique industry perspective delivers the unexpected in sportlifestyle footwear, apparel and accessories, through technical innovation and revolutionary design. Established in Herzogenaurach, Germany in 1948, PUMA distributes products in over 80 countries. For further information please visit www.puma.com.

About MINI

MINI has been producing small cars of distinction since 1959. An acknowledged design icon, rally winner and movie star, over 5 million MINIs have been sold worldwide. Appealing to people of all ages, incomes and dispositions, MINIs have been driven by everyone from the

Man in the Street to The Beatles, Davis Bowie, Kate Moss and even Royalty. Produced in Oxford, England, MINI reentered the U.S. market in March 2002 with all-new models, the MINI Cooper and the MINI Cooper S, with a base price of \$16,975. MINI was recently voted 2003 North American Car of the Year.

About MINI_motion

MINI, the world's definitive small car brand, has collaborated with industrial designer Yves Béhar of fuseproject to develop MINI_motion, a new signature collection of apparel and products. Inspired by the concept of connected urban travel, MINI_motion is designed to fuse experiences in and out of the car by allowing users to integrate apparel and accessories from their car into their next form of travel. The inaugural MINI_motion collection will debut in select specialty stores in the United States in fall 2003. More information can be found at www.minimotionusa.com.

BMW Group In America

BMW of North America has been present in the United States since 1975. Since then, the BMW Group in the United States has grown to include marketing, sales and financial service organizations for the BMW and MINI brands and Rolls-Royce Motor Cars; DesignworksUSA, an industrial design firm in California; a technology office in Silicon Valley and various other operations throughout the country. BMW Manufacturing Corp. in South Carolina is part of BMW Group's global manufacturing network and is the exclusive manufacturing plant for all Z4 roadster and X5 Sports Activity Vehicles. The BMW Group sales organization is represented in the U.S. through networks of 340 BMW car, 327 BMW Sports Activity Vehicle, 148 BMW Motorcycle retailers, and 70 MINI dealers. BMW (US) Holding Corp., the BMW Group's sales headquarters for North, Central and South America, is located in Woodcliff Lake, New Jersey.

Information about BMW Group products is available to consumers via the Internet at:

www.bmwusa.com

www.bmwmotorradusa.com

www.miniusa.com

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