



Media Information
30 September

Prodrive - a strong partner for MINI's comeback to rallying.

Paris. Prodrive is one of the world's largest and most successful motorsport and automotive technology businesses, with 500 staff operating in Europe, Australia and Asia.

Today the company runs motorsport programmes for Aston Martin Racing in world sports car racing, Ford Performance Racing in the Australian V8 Supercar Series and MINI in the World Rally Championship. The company also works with vehicle manufacturers to help develop new technologies and performance vehicles for the road, and is increasingly involved in the aerospace, marine and defence industries, manufacturing specialist components for applications as diverse as commercial passenger aircraft, satellites, nuclear submarines and racing yachts.

Prodrive is the world's leading independent motorsport business. It has won six World Rally Championship titles; five British Touring Car Championships (BTCC); three GT1 titles at Le Mans; and the Le Mans Series title in 2009; as well as managing the BAR F1 team to second place in the 2004 F1 championship.

Prodrive was behind the Subaru World Rally Team's rise to fame from 1990 to 2008. However, Prodrive's rallying history is far more than this. Over the years, it has won more than 130 international rallies with other great motorsport names like BMW, Porsche and MG. Indeed, it was with a BMW M3 that Prodrive won its first ever World Rally Championship event in Corsica in 1987.

In touring car racing, Prodrive has worked with BMW, Alfa Romeo, Honda, Ford and Volvo, winning BTCC titles in the 1980s, 90s and in 2000. In 2003, Prodrive moved into the Australian V8 Supercar Series, creating Ford Performance Racing, now one of the leading teams in this championship.

The same year, the team achieved its ultimate circuit racing accolade by winning the GTS class at the Le Mans 24 Hours with a Ferrari 550 GTS Maranello. Now the company manages Aston Martin Racing, which saw the British company return to sports car racing in 2005 with the DBR9. In 2007 and 2008 the team won the GT1 class at Le Mans and in 2009 its new LMP1 car took the Le Mans Series title. In September 2010, Prodrive announced that it was developing an all new Aston Martin LMP1 car to challenge for outright honours at Le Mans.

From the beginning of 2002 to the end of the 2004 season, under the stewardship of chairman, David Richards, Prodrive managed the BAR Honda Formula One Team, taking it from the middle of the grid to second in the manufacturers' championship.

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During the 1990s, Prodrive began offering its technical expertise and project engineering skills to the mainstream automotive market. Over the years, this part of the business has grown rapidly to represent nearly half the company's turnover.

The company has the capability to take concepts through to full working prototypes. It has particular expertise in the design, calibration and testing of powertrains, drivelines and vehicle dynamics, as well as control and systems integration. In recent years, it has begun to specialise in the development of emission reducing technologies such as electric and flywheel hybrids and variable compression ratio engines.

In the UK, Prodrive has its own 250-acre proving ground, including a 2.5 mile test track; low friction straights; areas for suspension and dynamics performance testing; and a high speed, six lane, mile-long straight. It is this track that has been used in the development of the new MINI WRC.

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