



Press release
20 May 2012

Floral inspiration for Life Ball MINI 2012, designed by Franca Sozzani.

Editor of Italian VOGUE presents her one-off MINI at the 20th Life Ball in Vienna in support of AIDS LIFE.

Munich/Vienna. A special car to befit a special occasion: Franca Sozzani, chief editor of Italian VOGUE, has designed and presented her very own MINI model exclusively to mark the 20th anniversary of the charity event. The model in question is a MINI Roadster, the first open-top two-seater in the brand's history. The one-off creation, which went under the auctioneer's hammer at the AIDS Solidarity Gala and raised a donation total of 54,000 euros for HIV projects, left the audience of around 43,000 in no doubt: this is set to be a sporty, feminine summer. Franca Sozzani decorated the roof of the 184 hp MINI Roadster – which has a top speed of 227 km/h (141 mph) – in a stylishly intricate floral design which, in combination with very “of the moment” Deepest Purple matt paintwork and gold hallmark MINI rally stripes, produced an impressively complete work of art. Inside the car, lavishly printed leather for the instruments and brass-coloured touches on the circular elements add the icing on the cake. The most influential woman in the Italian fashion scene, herself an avid MINI driver, gave her creativity free reign in the design of the special one-off model. “The concept behind the MINI customisation is inspired by the beautiful and elegant women who in the past used to wear a scarf draped around their head when driving a convertible,” says Sozzani, citing her inspiration. And, as the UN Goodwill Ambassador for Fashion 4 Development adds: “Flowers are a symbol of joy and life. And the Life Ball is always fighting for life and joy.”

MINI supports the Life Ball in Vienna for the 12th time.

Since its market launch in 2001, MINI has been a regular partner of the Life Ball. In previous years numerous celebrities have left their stylistic imprint on an exclusive MINI model, among them the design team DSQUARED², star photographer Mario Testino and designer Angela Missoni. “And thanks to the visual signature of Franca Sozzani, the this year's MINI designed specially for the occasion has similarly become a lifestyle and design highlight in the name of this

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good cause,” says a delighted Gery Keszler, founder and organiser of the Life Ball. As such this one-off model fits in perfectly with a further highlight of the event – the Fashion Show presented by MINI, staged this time round by VOGUE Italy. The show for this anniversary year stoked up particularly keen anticipation after Keszler announced a 20-year retrospective of fashion history. Cue for top models of our time – including Eva Padberg, Tatjana Patitz and Karolina Kurkova – to revive some legendary looks from the past. The many fashion and lifestyle personalities attending were thus able to witness the comeback of Thierry Mugler’s almost forgotten robotic look and the famous train dress that Jean Paul Gaultier designed for Dagmar Koller. Alongside representatives of leading fashion labels such as Diesel, Missoni, Gianfranco Ferré, Heatherette, Philip Treacy, Moschino and Paco Rabanne, politicians including ex-US President Bill Clinton as well as numerous film and television stars made sure they did not miss out on the AIDS charity event of the year 2012.

The social commitment of the BMW Group.

Worldwide measures to combat HIV/AIDS are one of the main elements of the corporate and social policy pursued by the BMW Group. The company’s involvement in South Africa is particularly wide-ranging, covering a comprehensive workplace programme for employees and their families, plus a number of different projects in the local communities and further afield. The carmaker is also committed to fighting this pandemic in other affected countries, such as Thailand or China. Membership of the Global Business Coalition on HIV/AIDS (GBC) underlines its long-term commitment at its various locations.

You can download more images of MINI at the 20th Life Ball online at:

<http://www.brauerphotos.de>

User: BMW

Password: MINI



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The BMW Group

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI, Husqvarna Motorcycles and Rolls-Royce brands. As a global company, the BMW Group operates 25 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2011, the BMW Group sold about 1.67 million cars and more than 113,000 motorcycles worldwide. The profit before tax for the financial year 2011 was euro 7.38 billion on revenues amounting to euro 68.82 billion. At 31 December 2011, the BMW Group had a workforce of approximately 100,000 employees.

The success of the BMW Group has always been built 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. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last seven years.

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