



Press release
15 November 2012

28 MINI FANS CRAM INTO THE RECORD BOOKS

A team of gym members from East Sussex have today smashed two Guinness World Records™ world records for the number of people inside both a classic Mini and a 2012 MINI.

28 flexible ladies crammed their way into the MINI Hatch at Potters Fields Park, London as part of the eighth annual Guinness World Records day. The team broke their own previous record of 27 people, which they set in Eastbourne last year.

The ladies made full use of every inch of space available in the MINI, including the dashboard, the footwells and they even managed to squeeze four people in the boot.

As soon as they celebrated their first record the ladies dashed off to the ITV studios to attempt the second record live on This Morning, where by squeezing a staggering 23 ladies into a classic Mini, they managed to beat the previous record by two people.

Today more than 400,000 people around the world are taking part in record-breaking events for the eighth annual Guinness World Records Day, which commemorates the day in 2004 when Guinness World Records became the world's best-selling copyright book.



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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 29 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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