



Press release
11 March 2013

More models, more information: The John Cooper Works eBook 2.0.

New version of MINI Product Communications online media service now available – Multimedia application for PC and tablet users updated to include all the facts on the MINI John Cooper Works Paceman.

Munich. The story is now more fascinating than ever, and the cast even stronger. MINI Product Communications presents an updated edition of the John Cooper Works eBook, complete with extra content. With the launch of the MINI John Cooper Works Paceman just around the corner, the innovative media service has been expanded to include data, facts and pictures shining the spotlight on the brand's seventh model. Also showcased in words and pictures are the latest additions to the accessories range and the most recent successes in motor sport – including the brand's second overall victory in the Dakar Rally. The John Cooper Works eBook 2.0 can be accessed online at <http://mini-press.com/john-cooper-works/>.

The new eBook also includes the latest chapters in the successful shared history of MINI and John Cooper Works – though the clear structure of the multimedia application, which is available in two languages (German/English), remains unchanged. The John Cooper Works eBook offers a concise and convenient overview of the brand's model line-up, accessories range, historical development and motor sport involvement. Accompanying each section of text are associated images, videos and technical specification sheets for direct access by journalists. All the documents have been designed to allow full utilisation on either a PC or Apple iPad.



Press release

Date 11 March 2013

Subject More models, more information: The John Cooper Works eBook 2.0.

Page 2

For any queries, please contact:

Corporate Communications

Andreas Lampka, Head of Communications MINI
Telephone: +49 89-382-23662, Fax: +49 89-382-20626
E-Mail: andreas.lampka@mini.com

Internet: www.press.bmwgroup.com

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.

www.bmwgroup.com

Facebook: <http://www.facebook.com/BMWGroup>

Twitter: <http://twitter.com/BMWGroup>

YouTube: <http://www.youtube.com/BMWGroupview>