



Press release
1 April 2013

Feeling frisky? New MINI app Connect Us finds you the perfect partner for a hot date.

At last, an “update” worthy of the name – The world’s fastest dating agency brings MINI drivers together – Outstanding profile matching thanks to analysis of restaurant tips, favourite points of interest, news feed choices, Facebook posts and, of course, driving style (as recorded by the Driving Excitement Analyser) – Innovative MINI Connected App available for download exclusively on 1 April 2013.

Munich. Now for something a little more romantic. The latest version of the MINI Connected App is playing cupid to make MINI fans’ dreams of finding the perfect partner come true. Connect Us is like nothing else out there on planet dating – and can only be used in a MINI. This is not just the world’s speediest dating service, it is also the most reliable. Here, at last, is a matchmaker that goes beyond personal interests, favourite activities and how you like to spend your free time – and gets down to the nitty-gritty: driving style. Connect Us compares how drivers like to treat their accelerator, steering wheel and brakes (as deduced by the MINI Driving Excitement Analyser) in the search for a compatible co-driver on the journey of love. Only if it detects a meeting of minds on the matter of driving fun will the app oil the wheels of romance between MINI fans. The Driving Excitement Analyser function of the MINI Connected App has been available for several weeks as a free download from the Apple App Store. But make sure you don’t take your eyes off the road just when things are getting interesting; the Connect Us, ahem, “update” can be downloaded on one day only: 1 April 2013.

“Get connected, get matched up, get dating” is the name of the game when it comes to using MINI Connected’s vast well of possibilities to steer your way to love; indeed, this unique form of in-car infotainment makes the ideal wingman (or wingwoman). By hooking up to the internet via their Apple iPhone, MINI drivers can use the Google Local Search service to find restaurants, bars and popular sights, and then share ratings using foursquare. And they can also keep in touch with friends while on the move via Facebook,

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download their favourite music from AUPEO! and stay up to speed on issues of their choice with RSS news feeds.

A user's selections say a lot about their personality. But it's only when you get behind the wheel, of course, that people get to know the real you. And that's why the Connect Us function also checks out data collected by the Driving Excitement Analyser to deliver a precise comparison of drivers' sprinting prowess, cornering ability and braking strategy. And only then, if two MINI drivers are on the same wavelength in how they handle their car, will Connect Us invite them to meet up in person. The go-kart feeling which has sparked such affection for MINI models down the years might just act as the catalyst for romantic emotions between their owners as well.

Like all MINI Connected App functions, Connect Us is a doddle to use and intuitive to navigate – in familiar MINI style – by means of the MINI joystick, multifunction steering wheel and onboard monitor. Assuming their car is fitted with the MINI navigation system, all MINI drivers need to do after activating the Connect Us function is specify whether their perfect match should be male or female and how widely they wish to cast the net. Everything else is taken care of by MINI Connected – including, for example, a table booking at a restaurant that is guaranteed to be up both drivers' street. The meeting point is then located by the navigation system; after all, if Connect Us had a motto it would surely be: "The MINI seeks so that its drivers shall find."



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The BMW Group

The BMW Group is the leading premium manufacturer of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 28 production and assembly facilities in 13 countries and has a global sales network in more than 140 countries.

In 2012, the BMW Group sold about 1.85 million cars and more than 117,000 motorcycles worldwide. The profit before tax for the financial year 2012 was euro 7.82 billion on revenues amounting to euro 76.85 billion. At 31 December 2012, the BMW Group had a workforce of 105,876 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 eight years.

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