



Press release  
8 May 2013

### **Life Ball MINI 2013 – Roberto Cavalli adds his artistic signature to the MINI Paceman.** **MINI has been a partner of the AIDS charity event since 2001.**

**Munich/Vienna.** For the 13th time in succession, MINI is donating one of its models to the Vienna Life Ball for a good cause. Once again the MINI will be given a makeover by an internationally renowned designer before being auctioned at the ball, with proceeds going to projects dedicated to the battle against and prevention of HIV and AIDS. This year it is the MINI Paceman, the youngest and seventh model in the MINI family, that will bear the creative stamp of fashion designer Roberto Cavalli. It sees him joining the ranks of world-famous fashion labels such as DSQUARED<sup>2</sup>, Diesel and Missoni, who have in the past transformed a range of MINI models into sensational one-offs. So far the Life Ball MINI auctions have raised total proceeds in excess of half a million Euros.

#### **Life Ball MINI designed by Roberto Cavalli.**

With the MINI Paceman, Cavalli encounters the first stylish, urban Sports Activity Coupé. With its sporty design and striking coupé silhouette, it is aimed at individuals who are not shy of making a statement behind the wheel. Cavalli's unconventional style chimes in perfectly with that of the Life Ball MINI: in his creative exterior design featuring iridescent paintwork that shimmers from black to brown depending on the incidence of light, the Italian designer accentuates the dynamically stretched lines of this athletically agile two-door coupé. Roberto Cavalli's expressive logo adorns the roof of the MINI Paceman, which appears to float above the car body. "This MINI was an exciting and wonderful project for me", says Roberto Cavalli. "It gave me the opportunity to be creative and finally use something very special, which I have personally invented and already used for years for my own vehicles: it is a unique iridescent paint which changes color depending on the way the light illuminates the pigments.

I loved everything about creating and designing it, transforming the cult of MINI into the incredible Cavalli MINI, complete with the Cavalli logo on the roof and Cavalli style interiors, which are a really an incredible surprise to discover."

Company  
Bayerische  
Motoren Werke  
Aktiengesellschaft

Postal Address  
BMW AG  
80788 München

Telephone  
+49-89-382-57185

Internet  
[www.bmwgroup.com](http://www.bmwgroup.com)



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Cavalli staged the fashion show of the Life Ball as far back as 2001. That same year saw MINI commence its partnership with the charity event. Twelve years on, Roberto Cavalli has upgraded the latest model in the MINI family to a coveted collectors' item.

On 24 May 2013, the MINI Paceman will be formally unveiled during the official opening of the new Cavalli store in Vienna's "Goldenes Quartier".

The one-off MINI will be auctioned in the Hall of Ceremonies at Vienna's Hofburg palace as part of the AIDS Solidarity Gala on Saturday 25 starting at 5pm.

### **Timeline of the Life Ball MINI.**

#### **2013 – MINI designed by Roberto Cavalli.**

MINI Paceman by Roberto Cavalli

#### **2012 – MINI designed by Franca Sozzani.**

MINI Roadster by Franca Sozzani

#### **2011 – MINI designed by DSQUARED<sup>2</sup>.**

MINI by Dean and Dan Caten

#### **2010 – MINI designed by Diane von Furstenberg, Kenneth Cole and Francisco Costa von Calvin Klein Collection.**

MINI by Diane von Furstenberg

MINI Cabrio by Kenneth Cole

MINI Countryman by Francisco Costa of Calvin Klein Collection

#### **2009 – MINI designed by The Blonds.**

MINI Cabrio by The Blonds for Katy Perry

#### **2008 – MINI designed by Agent Provocateur.**

MINI Clubman by Agent Provocateur / Joseph Corr 

#### **2007 – MINI designed by Testino.**

MINI by star photographer Mario Testino

#### **2006 – MINI designed by Diesel.**

MINI Cabrio by Renzo Rosso



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### **2005 – MINI designed by Versace.**

MINI Cabrio by Donatella Versace

### **2004 – MINI designed by Ferré.**

MINI Cabrio by Gianfranco Ferré

### **2003 – MINI designed by Missoni.**

MINI by Angela Missoni

### **2002 – Charity MINI.**

With autographs by German, Austrian and international celebrities (incl. Elton John, No Angels, Heidi Klum, Emma Sjöberg, Mavie Hörbiger)

### **2001 – camouflaged MINI.**

(Presentation of the new MINI before market launch)

### **Life Ball 2013.**

AIDS was recognized as a clinical disease on 1 December 1981. Since then, major advances have been made in research as well as prevention. Nonetheless, HIV remains a significant challenge to health and development policies. Each year sees millions of people infected with the HI virus. The Life Ball has made it its mission to raise awareness of this and to campaign for tolerance, education and solidarity.

### **The social commitment of the BMW Group.**

One of the first companies in South Africa to do so, the BMW Group has been involved since 2000 with its own workplace program to counter HIV/Aids at its Rosslyn location. Educational and advisory work is complemented by voluntary HIV tests, treatment programs and psychological support.

In the event of enquiries please contact:

### **Corporate Communications**

Nadja Horn, MINI Design and Lifestyle Communication  
Tel.: +49-89-382-57185, Fax: +49-89-382-20626



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Susanne Giuliani, BMW Group Design and Lifestyle Communication  
Tel.: +49-89-382-20961, Fax: +49-89-382-20626

Media Website: [www.press.bmwgroup.de](http://www.press.bmwgroup.de)  
E-mail: [presse@bmw.de](mailto:presse@bmw.de)

### **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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