



Press release  
03 July 2013

### **Outrageous! MINI secretly photographed at private getaway.**

Paparazzi attack on British small car top model. Impatient photographers unable to wait for official presentation. Leads to distorted pictures at dawn.

**Oxford.** Aggressive and relentless papping is something British celebrities have had to learn to live with. Members of the Royal Family, as well as actors, footballers and top models are all familiar with the sensation of being caught in uncompromising situations, and now MINI is the latest victim. Absolutely unaware and without make-up, the youngest member of our family was caught by sensationalist photographers in a highly private moment. The young one was yellow and completely defenceless. We understand the worldwide interest in our family but it is not the British way to send such unfavourable pictures around the globe.

But like a good stiff-upper-lipped Brit, MINI shall not complain, although we would like to officially state that we are not flattered. The published pictures do not reflect our good looks any way. As every celebrity knows, those extra long telephoto lenses have the devastating ability to negatively distort all surfaces, lines and angles. Therefore our advice: next time come closer to the object of desire. If that doesn't work, don't worry, shortly you will have the opportunity to experience the MINI up close and personal, and to take pictures from all angles.



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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](http://www.press.bmwgroup.com)

Manfred Grunert, Head of Product and Lifestyle Communications MINI, BMW Motorcycle  
Telephone: +49 89-382-27797, Fax: +49 89-382-20626  
E-Mail: manfred.grunert@bmw.de

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

### 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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