

MINI

U.S. Press Information



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AND: ACTION! NEW MINI CONNECTED READY APP ENABLES GOPRO CAMERAS TO BE CONTROLLED USING THE MINI OPERATING SYSTEM

- MINI Connected customers can now use the MINI Joystick or MINI Controller to shoot videos and take photographs with a GoPro camera
- Camera can be mounted on or inside the car - a globally unique offer in the area of in-car infotainment
- MINI Connected ready app available free of charge from the Apple App Store as of June 2014

Woodcliff Lake, NJ – June 12, 2014...The MINI has never exactly been camera-shy. Now the current models of the British premium can be featured on film in an even more exciting way - thanks to MINI Connected. A new MINI Connected ready App enables GoPro cameras to be controlled in typical MINI style using the operating system of the model in question. This makes it possible to start shooting videos or take photographs with a GoPro camera mounted on or inside the car while travelling - intuitively, conveniently and safely. Owners of an Apple iPhone can download the new MINI Connected ready App free of charge from the Apple App store as of June 2014.

The latest MINI Connected service opens new perspectives for typical MINI motoring fun, providing the ideal way to capture the agile performance qualities of the British models on film. GoPro cameras are specially designed for taking photographs and shooting videos during spectacular sports and leisure activities and are used by racing enthusiasts to document their driving skills in closed-off areas, for example. In future, MINI drivers will be able to concentrate even more closely on the ideal line while having fun on the race track. Thanks to the new MINI Connected ready App, the camera functions can be operated via the high-resolution color display of the

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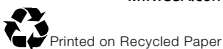
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center instrument and the MINI Joystick or MINI Controller in the center console, requiring minimum distraction from the track.

This makes MINI the first automobile in the world whose operating system can be used to control GoPro cameras. The car has to be fitted with the MINI Visual Boost, the MINI navigation system or the Wired Package, and it must also have the MINI Connected option. The integration of the app in the vehicle operating system is taken care of via the customer's Apple iPhone, while the signal exchange with the GoPro camera is ensured by means of a WLAN connection. This enables the camera to be controlled wirelessly - regardless of whether it is mounted inside or outside the car - for example on the bonnet, on the roof or on an exterior mirror - so as to be able to take photos and films high-speed road action.

The driver can use a menu on the MINI operating system not only to start and stop the camera but also to set the shooting mode. There is a choice of video and single-image shots as well as photo bursts with short or long frequency. Special modes are also available to optimize image quality in various motoring situations such as night time or cornering. In addition, the camera can be switched on and off using the MINI operating system, and the charge state of the camera battery can be displayed on the screen along with the strength of the WLAN signal and the remaining recording capacity. When the car is standing still, a preview image is displayed which shows the camera perspective.

This new MINI Connected ready App once again demonstrates the boundless future capabilities of the globally unique MINI infotainment system. With apps developed by third-party providers and designed especially for use in the MINI, the range of functions that make driving safer, more comfortable and more eventful is being expanded on an ongoing basis. It now includes a wide spectrum of services such as Glympse, AUPEO!, Stitcher, Audible, Rhapsody, TuneIn and the Amazon Cloud Player. Then there are the services included in the MINI Connected App such as a web radio function and RSS news feeds, the use of Facebook, Twitter and foursquare, online search and functions exclusive to MINI such as Driving Excitement, Mission Control, Dynamic Music and MINIMALISM Analyzer.

For more information on the MINI Connected ready app and GoPro visit MINIUSA.com/Connected.

About MINI in the US

MINI is an independent brand of the BMW Group. In the United States, MINI USA operates as a business unit of BMW of North America, LLC, located in Woodcliff Lake, New Jersey and includes the marketing and sales organizations for the MINI brand. The MINI USA sales organization is represented in the U.S. through a network of 120 MINI passenger car dealers in 38 states. MINI USA began selling vehicles in the U.S. in 2002 with the introduction of the MINI Cooper and MINI Cooper S Hardtops. Since then, the MINI Brand in the U.S. has grown to encompass a model range of seven unique vehicles.

Journalist notes: Media information about MINI and its products is available to journalists on-line at www.miniusanews.com.

Consumer information about MINI products is available via the internet at: www.MINIUSA.com.