

Media information

25 October 2016

**Additional offer for journalists: the latest
MINI news is now also available
on an Instagram channel as of now.**



In conjunction with the premiere of the new MINI Countryman, MINI is launching an additional channel on the social media platform Instagram. At www.instagram.com/mini.news brand enthusiasts can find out about everything that is happening at MINI. Another new feature at MINI: introducing new digital product information, which no longer separates text, photos and videos, but combines them to form a harmonious whole.

Munich. The MINI brand is expanding both its model range as well as the range of channels on which the British premium car manufacturer communicates with the public. Parallel to the publication of the first specifications and facts, images and videos on the new MINI Countryman, a new Instagram channel is also being launched.

At www.instagram.com/mini.news MINI global media communication will be posting the latest news. The open account on the social media platform will feature amazing pictures, exciting videos and information about models, events, design, lifestyle, art, sports and a great deal more. Subscribers to the new Instagram channel will be able to experience MINI from different perspectives, close-up and highly up-to-date.

The lively communication style on Instagram is a result of the fast dissemination of things worth seeing and the immediate response by the

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Media information

Date 25 October 2016

Topic Neuer Instagram-Kanal versorgt MINI Fans mit aktuellen News.

Page 2

public. The social media platform founded in 2010 has more than 500 million users.

At the same time MINI is continuing to digitalise the brand by employing a new form of product press communication on its traditional channel, the BMW Group PressClub <https://www.press.bmwgroup.com>. Text, photos and videos used to be presented separately. Now they are coming together. Spoken text and visual presentations are blended to form a whole which makes it considerably easier for the user to understand and picture what is being explained. For example if the topic of design is being discussed, exactly the right pictures appear in context. If the light technology or innovative controls of a new model are being described in text form, an explanatory photo or video helps visualise the topic.

“A brand like MINI, which establishes trends and innovative strategies like no other, keeps setting standards time and again. By communicating digitally we are supporting the work of the media and are offering additional contents for online journalists oriented towards fast reporting,” says Alexander Bilgeri, responsible for overall product, technology and sports communication within BMW Group Corporate Communications.

If you want to follow MINI in the social media and want to keep posted on everything happening at MINI, go to:

Facebook: www.facebook.com/mini

YouTube: www.youtube.com/mini

Twitter: www.twitter.com/mini

Instagram: www.instagram.com/mini und
www.instagram.com/mini.news

For further details on official fuel consumption figures, official specific CO₂ emissions and power consumption of new cars, please refer to the "Manual on fuel consumption, CO₂ emissions and power consumption of new cars", available at all sales outlets, from Deutschen Automobil Treuhand GmbH (DAT), Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen and at <http://www.dat.de/angebote/verlagsprodukte/leitfaden-kraftstoffverbrauch.html>. Manual CO₂ (PDF — 2.7 MB)

Media information

Date 25 October 2016

Topic Neuer Instagram-Kanal versorgt MINI Fans mit aktuellen News.

Page 3

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Die BMW Group

Die BMW Group ist mit ihren Marken BMW, MINI und Rolls-Royce der weltweit führende Premium-Hersteller von Automobilen und Motorrädern und Anbieter von Premium-Finanz- und Mobilitätsdienstleistungen. Als internationaler Konzern betreibt das Unternehmen 31 Produktions- und Montagestätten in 14 Ländern sowie ein globales Vertriebsnetzwerk mit Vertretungen in über 140 Ländern.

Im Jahr 2015 erzielte die BMW Group einen weltweiten Absatz von rund 2,247 Millionen Automobilen und rund 137.000 Motorrädern. Das Ergebnis vor Steuern belief sich auf rund 9,22 Mrd. €, der Umsatz auf 92,18 Mrd. €. Zum 31. Dezember 2015 beschäftigte das Unternehmen weltweit 122.244 Mitarbeiterinnen und Mitarbeiter.

Seit jeher sind langfristiges Denken und verantwortungsvolles Handeln die Grundlage des wirtschaftlichen Erfolges der BMW Group. Das Unternehmen hat ökologische und soziale Nachhaltigkeit entlang der gesamten Wertschöpfungskette, umfassende Produktverantwortung sowie ein klares Bekenntnis zur Schonung von Ressourcen fest in seiner Strategie verankert.