



MINI CORPORATE COMMUNICATION

Media information

28 July 2021

The MINI Electric as a company car: Biogena takes over the largest MINI Cooper SE fleet.



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The Austrian-based health company Biogena offers the opportunity to integrate electric mobility into everyday business life with the MINI Cooper SE. The total of 82 vehicles ordered create the largest MINI Electric fleet in Austria.

Munich. On Saturday, 17 July 2021, the employees of 361° Health Company Biogena took delivery of their new fully electric MINI Cooper SE (power consumption combined: 17.6 - 15.2 kWh/100 km according to WLTP, 16.9 - 14.9 kWh/ 100 km according to NEDC). The Austrian family-owned company, which is known for the development, production and marketing of premium micronutrient preparations, offers its employees modern and sustainable driving pleasure with up to 135 kW/184 hp. Biogena has been pursuing a sustainable strategy for years, which includes ecological products, reforestation and efficient environmental protection, therefore it fits perfectly with the British premium brand. At the beginning of the year, Biogena gave every employee the opportunity to order a petrol-branded MINI Cooper SE as a company leasing vehicle.

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By ordering the 82 vehicles in total, the company is sending out a further signal for electric mobility and sustainability and is now also giving employees the opportunity to experience local emission-free driving fun.

"The pulsating performance of the E-MINI is a perfect match for the passionate spirit of the Biogena team," explains Biogena Managing Director Julia Ganglbauer.

With the MINI Cooper SE, electric mobility in urban traffic is combined for the first time with the brand-typical characteristics of the original in the premium segment of small cars. Since its market launch in 2020, more than 30,000 units have already been sold worldwide. These figures are particularly underlined from the first half of 2021, when global sales of all electrified MINIs are already at more than 15 percent.

Fuel consumption, CO₂ emission figures and power consumption were measured using the methods required according to Regulation VO (EC) 2007/715 as amended. They refer to vehicles on the automotive market in Germany. For ranges, the NEDC figures take into account differences in the selected wheel and tyre size, while the WLTP figures take into account the effects of any optional equipment.

All figures are already calculated on the basis of the new WLTP test cycle. NEDC values listed have been calculated back to the NEDC measurement procedure where applicable. WLTP values are used as a basis for the definition of taxes and other vehicle-related levies that are (also) based on CO₂ emissions and, where applicable, for the purposes of vehicle-specific subsidies. Further information on the WLTP and NEDC measurement procedures is also available at www.mini.de/wltp can be found.

For further details of the official fuel consumption figures and official specific CO₂ emissions of new cars, please refer to the "Manual on the fuel consumption, CO₂ emissions and power consumption of new cars", available at sales outlets, from Deutsche Automobil Treuhand GmbH (DAT), Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen and at <https://www.dat.de/co2/>.



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The BMW Group

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

In 2020, the BMW Group sold over 2.3 million passenger vehicles and more than 169,000 motorcycles worldwide. The profit before tax in the financial year 2020 was € 5.222 billion on revenues amounting to € 98.990 billion. As of 31 December 2020, the BMW Group had a workforce of 120,726 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

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