



# MINI CORPORATE COMMUNICATIONS

Media information

15 December 2021

## From MINI with BIG LOVE: "Driving Home for Christmas" video clip featuring the worldwide MINI community.



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**MINI fans from around the world join in the festive music video, 43 years after the song was written in a classic Mini.**

**Munich.** In the coming weeks millions of travellers will once again set out, on different routes, but with a common goal of going home to the people they love and want to spend the upcoming holidays with. And it doesn't matter whether you're on the highway, the motorway, a gravel road or a country road covered in winter snow: The soundtrack for this trip will always be along for the ride - on the radio, in your mind, in the memory of generations. MINI is dedicating a specially produced video clip to the song that gets people all over the world in the mood for the festive season every year, starring the global MINI community.

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The production of the video is another highlight in the British premium car manufacturer's current brand campaign titled BIG LOVE. The motto is



an expression of diversity embraced in practice in all its forms, welcoming fresh thinking and new ideas no matter where they come from. The MINI community's characteristic blend of individuality and the sense of belonging together plays a central role here. The diversity of this community is summed up by

the slogan "We are all different, but pretty good together". In the video clip for "Driving Home for Christmas", MINI fans from different countries and regions are shown in a variety of ways making their way to families and friends during the festive season.

With the video clip production initiated by MINI, "Driving Home for Christmas" returns to where it all began: in a very special British automobile. Because the journey that inspired Chris Rea to write his successful song was taken in a classic Mini. In the video clip, the original journey from London to the north of England is reflected upon and combined with scenes showing MINI fans of today on their pre-Christmas journey.



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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 automobiles 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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