



Press release
22 March 2013

Fashion designer Roberto Cavalli creates a one-off MINI for the 2013 Life Ball. MINI supports the Life Ball in Vienna for the 13th time.

Munich/Vienna. 25 May marks the date: in 2013, MINI will once again be supporting one of the biggest AIDS charity events worldwide, held annually to promote this cause. The Life Ball combines the extraordinary tradition of the Viennese ball, a spectacular opening ceremony and a strong demonstration of social commitment. MINI regularly donates a specially designed vehicle for auction at the event, the proceeds of which go to projects dedicated to fighting and preventing HIV and AIDS. Over the past years, a total of more than half a million Euros has been raised. It is tradition for this special MINI to be given a creative makeover by an internationally renowned designer who also stages the Life Ball Fashion Show.

This year Roberto Cavalli will be doing the honors on behalf of this charitable cause. One of the world's most famous international fashion designers will be designing a MINI Paceman and giving it his own creative signature. His unconventional fashion style complements the MINI perfectly reflecting both its traditional values and modern diversity: "Designing the MINI was a very fun, exciting and stimulating experience. I had to create a car which not only respected and conveyed my fashion, but also my lifestyle: an unusual challenge, but surely a fascinating one", says Cavalli. The result will be a one-of-a-kind car that crosses the boundaries of classical automotive design.

MINI at the Life Ball 2013 under the motto "1001 Nights".

Since 1993 Life Ball has participated and taken part in the battle against HIV and AIDS, attracting thousands of committed visitors every year to the Rathausplatz, the large square in front of Vienna's City Hall. Based on this year's motto "1001 Nights", the Red Ribbon stage will display a spectacular oriental-style show with fairytale costumes lined up for the spectators. MINI has been a partner of Life Ball since 2001. Over the years it has managed to persuade many famous style icons to design the one-of-a-kind MINIs, among them Donatella Versace, Renzo Rosso, Angela Missoni and Diane von Furstenberg. The imaginative renderings

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Press release

Date 22 March 2013

Subject Fashion designer Roberto Cavalli creates a one-off MINI for the 2013 Life Ball.

Page 2

and individual signature of the renowned designers have invariably turned these unique MINIs into coveted collector's items placed as auction items during the AIDS Solidarity Gala to raise money for the HIV and AIDS cause. This year MINI is creating a MINI Paceman to celebrate fashion designer Roberto Cavalli. Initial sketches will follow shortly.

Timeline of the Life Ball MINI.

2013 – MINI designed by Roberto Cavalli.

MINI Paceman by Roberto Cavalli

2012 – MINI designed by Franca Sozzani.

MINI Roadster by Franca Sozzani

2011 – MINI designed by DSQUARED².

MINI by Dean and Dan Caten

2010 – MINI designed by Diane von Furstenberg, Kenneth Cole and Francisco Costa von Calvin Klein Collection.

MINI by Diane von Furstenberg

MINI Cabrio by Kenneth Cole

MINI Countryman by Francisco Costa of Calvin Klein Collection

2009 – MINI designed by The Blonds.

MINI Cabrio by The Blonds for Katy Perry

2008 – MINI designed by Agent Provocateur.

MINI Clubman by Agent Provocateur / Joseph Corr 

2007 – MINI designed by Testino.

MINI by star photographer Mario Testino

2006 – MINI designed by Diesel.

MINI Cabrio by Renzo Rosso

2005 – MINI designed by Versace.

MINI Cabrio by Donatella Versace

2004 – MINI designed by Ferr .

MINI Cabrio by Gianfranco Ferr 

2003 – MINI designed by Missoni.

MINI by Angela Missoni



Press release
Date 22 March 2013
Subject Fashion designer Roberto Cavalli creates a one-off MINI for the 2013 Life Ball.
Page 3

2002 – Charity MINI.

With autographs by German, Austrian and international celebrities (incl. Elton John, No Angels, Heidi Klum, Emma Sjöberg, Mavie Hörbiger)

2001 – camouflaged MINI.

(Presentation of the new MINI before market launch)

Life Ball 2013.

AIDS was recognized as a clinical disease on 1 December 1981. Since then, major advances have been made in research as well as prevention. Nonetheless, HIV remains a significant challenge to health and development policies. Each year sees millions of people infected with the HI virus. The Life Ball has made it its mission to raise awareness of this and to campaign for tolerance, education and solidarity.

The social commitment of the BMW Group.

One of the first companies in South Africa to do so, the BMW Group has been involved since 2000 with its own workplace program to counter HIV/Aids at its Rosslyn location. Educational and advisory work is complemented by voluntary HIV tests, treatment programs and psychological support.

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Press release

Date 22 March 2013

Subject Fashion designer Roberto Cavalli creates a one-off MINI for the 2013 Life Ball.

Page 4

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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