

P r e s s R e l e a s e

MINI driving fun at the International Motor-Show

Berlin, March 11, 2008: For MINI's booth at the International Motor-Show in Geneva (March 6-16, 2008) Triad Berlin has realized several interactive exhibits which present product and technology subjects. One highlight is the adventure exhibit „Go Karting, Drive MINI“. Its 3D-surrounding was specifically developed for the premiere of the new MINI brand John Cooper Works.

With a radio-controlled hovering steering wheel, the visitors drive in a fast-paced game through different scenarios – from a challenging racetrack, through an exiting city and up a multi-story car park. The ride is supported by a six-level motion platform that conveys not only the agility of John Cooper Works but also the driving fun and the typical MINI GoKart feeling.

Other interactive exhibits inform the visitor about the connecting capabilities of the MINI USB/Bluetooth-Interface, the advantages of the new MINI Navigation Portable and the new configuration possibilities of the MINI Clubman. A special listening experience is provided by two MINIMALISM exhibits. Using sliding controllers and push buttons, visitors can listen to a total of 240 short stories about four MINI CO₂-reducing technologies. Integrated animations entertain the visitors and motivate them to try different combinations and guarantee a long exposure time at the exhibits.

For the exhibition, these various subjects have been reduced to their essence in order to provide an interactive experience and to make possible create a long lasting impression. As a specialist for technical communication in the automotive industry and developer of interactive exhibits for brand worlds, Triad also realized the interactive exhibits for MINI at the IAA in 2007.

Triad Berlin develops emotionally intelligent spatial communications. Founded in 1994 by Lutz Engelke and Volker Klingenburg, today Triad is one of Germany's leading communications and design agencies. It is supported by an interdisciplinary team of architects, designers, scenographers, as well as marketing, event, and media specialists, who have developed prize-winning theme and brand landscapes, trade fair presentations, and events.

Press contact:

Melanie Kutscherauer

Triad Berlin Projektgesellschaft mbH

Marburger Str. 3

10789 Berlin

Tel. 030 - 23 60 78-314 Fax: 030 - 23 60 78-381

kutscherauer@triad.de / www.triad.de

Triad Berlin

Projektgesellschaft mbH

Marburger Straße 3

10789 Berlin

Tel:+49(30) 23 60 78 300

Fax:+49(30) 23 60 78 381

info@triad.de

www.triad.de