



Media Information  
17 January 2011

## Fabian Mels (GER) wins MINI Rookie Award at Red Bull **Crashed Ice event in Munich.** **23,000 spectators attend the World Championship curtain-raiser – and the winners are hailed.**

**Munich.** The winners of the Red Bull Crashed Ice (RBCI) in Munich have received their due honours. As the fastest newcomer at the opening event of the Red Bull Crashed Ice World Championship, Fabian Mels (GER) took the **MINI Rookie Award**. Kyle Croxall (CAN) managed to thrash all comers to emerge as overall winner in the Ice Cross Downhill. The **MINI Rookie Award** marks its debut in 2011 and honours the fastest novice on the RBCI track. A total of 64 participants battled for victory, 21 rookies among them. Mels was overjoyed: “This morning I never thought I’d make it so far. I just found my perfect line!”

“It’s fantastic to see what rapid progress the rookies can make over just two days of training,” said a delighted Christian Papillon, sporting director of the RBCI. Max Kalbfell, Head of Brand Communication MINI Germany, presented the award and summed up its significance: “The **MINI Rookie Award** recognises courage, speed and the will to achieve the best possible performance. Which is precisely what the MINI brand is all about. Mels acquitted himself admirably.” In addition to the impressive trophy, Fabian Mels now has the chance to indulge in some high-speed cornering not just on ice but on the road as well – behind the wheel of a MINI. Last year’s World Champion Martin Niefnecker congratulated Kyle Croxall on his overall win at the Munich event and shared Mels’ delight at collecting the **MINI Rookie Award**.

This is the second time carmaker MINI has supported the Red Bull Crashed Ice World Championship as official automotive partner, continuing the collaboration with Austrian energy drink producer Red Bull that was successfully launched last year. MINI sets great store by promoting young talent. Following today’s kick-off event in Munich, the **MINI Rookie Award** will also be presented at the next three events in the Red Bull Crashed Ice World Championship, to be held in

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Valkenburg, Netherlands (5 February), Moscow, Russia (26 February) and Quebec, Canada (19 March).

Further information and images on the partnership and the **MINI Rookie Award** are available online at

<http://www.press.bmwgroup.com>

<http://www.facebook.com/mini>

<http://www.minispace.com/redbullcrashedice>

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