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Note: The vehicles described in this press kit reflect engine and equipment specifications for the US market. Specifications in other markets may vary.

1. MINI at the NAIAS Detroit 2012. (Short version)



Individual style, innovative technology and the high standards of quality set by the world's first maker of premium small cars form the basis for the worldwide popularity of the MINI model range. And now the North American International Auto Show (NAIAS) 2012 in Detroit is set to host the beginning of another new chapter in the brand's global success story. The NAIAS 2012 is the venue for the world premiere of the MINI Roadster. The first open-top two-seater in the MINI model range provides a spontaneous, unadulterated recipe for urban driving fun. A contemporary take on the compact, open-top sports car concept, the MINI Roadster boasts advanced drive and chassis technology, and a classical, manually operated soft-top roof which can be opened and closed quickly and easily.

The design and technology of the MINI Roadster are geared squarely to laying on open-top driving fun for two. With its inspiring agility and cutting-edge efficiency, expressive design and remarkable practicality, the youngest MINI representative gives the brand's traditional qualities a fresh new twist. All of which will see the MINI Roadster unveiled at the NAIAS on 14 – 22 January 2012 welcomed not only as an attractive addition to the current model range, but also as the world's first premium model of its kind in the small car segment.

The market launch of the MINI Roadster adds a sixth model to the MINI family, and the increased variety in its ranks presents MINI with additional ways of winning over new target groups for the brand and its products. Ten years after the introduction of the MINI to the US market, the British brand has established itself as a byword for infectious driving fun within compact dimensions and earned itself a growing community of fans. The US has been the most important single market worldwide for MINI cars for several years now; the brand has not only added consistently to its model range over recent years, it has also steadily increased the number of MINI dealers in the USA. The result has been a succession of new sales records.

The MINI Roadster: two seats, unlimited driving fun.

The MINI Roadster embodies a sporty driving experience of enviable purity and spontaneous open-top fun for two. The latest model to join the MINI line-up treats the small car segment to another refreshing shot of innovation. Smile-inducing agility, compact dimensions and low fuel consumption endow the new model with an exceptional skill-set for the challenge of urban mobility. Added to which, its variable-use luggage area gives the driver extra freedom when it comes to carrying sports gear or setting out on trips for two.

The body design of the two-seater MINI sees the hallmark design language of the brand's cars repackaged within the proportions of a compact roadster. Parallel lines, athletically taut surfaces and harmonious curves combine with a distinctive, low-slung silhouette to give the MINI Roadster an elegantly stretched figure. Time-honoured MINI characteristics, such as its large circular headlights, hexagonal radiator grille, side indicator surrounds and vertically stacked rear lights, flag up the brand identity of the new car. However, the Roadster also adds some distinguishing features of its own to the mix, including a strikingly stepped boot extending from behind the passenger compartment and a heavily raked windscreen.

Stylistically, the robust soft-top roof of the MINI Roadster follows in the classic British roadster tradition. When opened, it folds down flat behind the seats, keeping the car's elegantly sweeping lines intact. This layout encompasses a clear visual separation of the car's boot (capacity: 240 litres) from the passenger compartment, while a wide through-loading system behind the seats enhances practicality. Plus, the high-opening tailgate and low boot sill makes it that much easier to load up items of luggage.

Together with the reinforced windscreen frame, two stainless steel roll-over bars provide optimised occupant protection in the event of the car turning over. The safety equipment on board the new MINI Roadster also includes front airbags and head-thorax airbags integrated into the outer sides of the seat backrests, three-point inertia-reel seatbelts including belt force limiters and belt tensioners, and a Tyre Defect Indicator.

The MINI Roadster will be available with a choice of three powerful and efficient petrol engines when it is launched in the US market.

The model line-up will range from the MINI Cooper Roadster (121 hp) via the

MINI Cooper S Roadster (181 hp) to the sharpest performer of all, the MINI John Cooper Works Roadster, whose powerplant develops 208 hp. State-of-the-art technology ensures that all the model variants produce a combination of zesty power development and exceptional fuel economy. In customary MINI style, the Roadster channels the engine's power through to the front wheels via a six-speed manual gearbox. Alternatively, the MINI Cooper Roadster and MINI Cooper S Roadster can also be specified with a six-speed automatic as an option.

A quality of chassis technology unparalleled in the small car segment, including Electric Power Steering and Dynamic Stability Control (DSC), combines with the torsionally rigid body (complete with special strengthening elements) and the car's lower centre of gravity to deliver addictive agility and unbeatable active and passive safety. The aerodynamic balance of the MINI Roadster is optimised by an active rear spoiler, which extends automatically when the car reaches 80 km/h (50 mph).

The wealth of standard equipment can be complemented by a selection of high-quality extras, the typically MINI variety in the range of optional equipment and accessories, giving owners the best possible tools to adapt their cars precisely to their personal style.

Variety breeds success: the MINI model range for 2012.

The popularity of the MINI brand is based on an unmistakable product range which engenders a strong affinity between MINI fans and their cars. The model range captures the imagination of contemporary target groups who are not only looking for high standards of quality and technology in their choice of compact car, but also want to express their own individual style. The expansion of the MINI family to include six models allows the brand's hallmark expressive design, agile handling and premium quality to be combined with the specific qualities of various vehicle characters. The traditional MINI concept has now been expanded beyond the MINI, MINI Convertible and MINI Clubman to include the MINI Countryman, which was conceived purposefully to meet the requirements of additional target groups. The first MINI to come with four doors, a large tailgate and, if desired, ALL4 all-wheel drive, has given the brand's growth an extra boost in the USA, as elsewhere. And over recent months, another model devoted to the provision of sporty driving fun – the MINI Coupé – has built on

this momentum. Now the Coupé is set to be joined by another two-seater, in the form of the MINI Roadster.

Whatever the type of MINI, a range of engine variants and a package of equipment compiled according to the customer's requirements ensure that all MINI drivers can look forward to a car that fits the image in their mind's eye as closely as possible. In addition to the extensive range of exterior paint finishes, interior colours, seat variants and comfort-enhancing equipment, a host of factory-fit exterior design options, model-specific interior trim elements and Colour Lines give customers all they need to configure their car precisely to their personal preferences. An additional opportunity for personalisation is provided by the exceptionally rich selection of accessories. This far-reaching potential for individualisation is another of those special features that shapes the character of the MINI brand. The scope for customers to tailor their car to their own specifications is also attracting increased interest in the US market, as word spreads that every MINI can be enjoyed not only as a byword for driving fun, but also the expression of personal freedom and individuality.

The annual North American International Auto Show is one of the world's most important car shows. As the traditional curtain-raiser to the year, it will point the way for the entire automotive industry once again in 2012. Over 150 exhibitors from every corner of the earth will come together in Detroit's Cobo Center to present new models and other product innovations. The organisers are expecting more than 5,000 media representatives from around the world to attend the event, along with some 750,000 members of the public.

2. Spontaneous, open, irresistible: The MINI Roadster.



The driving fun sewn into the fabric of every MINI never fails to bring a smile to the face. And now it can also be enjoyed – with the roof up or down – in the first model from the brand designed strictly for two people. The MINI Roadster, which will be presented to the global public for the first time at the NAIAS 2012 in Detroit as the sixth model in the British premium carmaker's current line-up, gives the small car segment another innovative shot in the arm. The typically MINI interpretation of a compact roadster embodies unadulterated sportiness and spontaneous urban driving fun under the open sky. Powerful engines and sophisticated chassis technology see to it that the characteristic MINI go-kart feeling is always on tap. And the MINI Roadster's classical soft-top roof, which can be easily opened and closed manually, ensures that open-top driving pleasure can be lapped up at every opportunity.

The faithful reproduction of the hallmark MINI design language within the proportions of a roadster gives the first open-top two-seater in the history of MINI an unmistakable and irresistible charisma. Even with the roof closed, the MINI Roadster displays an elegant, sweeping silhouette. This layout encompasses a clear visual separation of the car's boot (capacity: 240 litres) from the passenger compartment, while a wide through-loading system behind the seats enhances practicality.

The MINI Roadster will be available with a choice of three powerful and efficient petrol engines when it is launched in the US market. The model line-up will range from the MINI Cooper Roadster (121 hp) via the MINI Cooper S Roadster (181 hp) to the sharpest performer of all, the 208 hp MINI John Cooper Works Roadster. A quality of chassis technology unparalleled in the small car segment, including Electric Power Steering and Dynamic Stability Control (DSC), combines with the torsionally rigid body (complete with special strengthening elements) and the car's lower centre of gravity to deliver addictive agility and unbeatable active and passive safety. Meanwhile, front and head-thorax airbags, an extremely rigid windscreen frame and polished stainless steel roll-over bars fixed to the body join forces in the name of occupant protection. The aerodynamic balance of the MINI Roadster is optimised by an active rear spoiler.

The MINI Roadster underlines its premium character with a high-quality range of standard equipment, including air conditioning, speed-sensitive steering assistance, electrically adjustable exterior mirrors, Always Open Timer, height-adjustable seats and an audio system with MP3-compatible CD player and AUX-IN connection. Levels of comfort and individuality can be further enhanced by specifying attractive options such as Park Distance Control, xenon Adaptive Headlights, black headlight housing and Comfort Access. And the MINI Roadster also offers in-car use of innovative MINI Connected infotainment and communications functions.

The roadster, MINI-style: unique and unmistakable.

The MINI Roadster is not only the sole premium model of its kind in the small car segment, it also ranks as the only open-top two-seater in the brand's history. The principles of the MINI design language are faithfully reflected in the body design of the new concept. For example, the athletically taut surfaces, harmonious curves and parallel lines typical of MINI cars are complemented by a sloping windscreen frame raked by an extra 13 degrees over the MINI Convertible, a short passenger compartment distilled around two seats, and a flat boot lid. A waistline rising up slightly along the length of the body to the clearly stepped boot and the deliberately low-slung silhouette – even with the roof closed – give the MINI Roadster an elegantly stretched appearance. At the same time, the new model wears its brand identity on its sleeve thanks to unmistakable design features like the hexagonal contours of its radiator grille, the black border around the lower part of the body, chrome trim strips and surrounds, large circular headlights, vertically stacked rear lights positioned on the outer extremes of the rear end, and the eye-catching surrounds of the side indicators on the front side panels.

With an exterior length of 3,728 millimetres (MINI Cooper S Roadster: 3,734 millimetres, MINI John Cooper Works Roadster: 3,758 millimetres), wheelbase of 2,467 millimetres and width of 1,683 millimetres, the dimensions of the MINI Roadster largely mirror those of the MINI Convertible.

Standing just 1,384 millimetres tall (MINI Cooper S Roadster: 1,390 millimetres, MINI John Cooper Works Roadster: 1,391 millimetres), i.e. more than 20 millimetres lower than its four-seater soft-top stablemate, the

new two-seater cuts a distinctive, low-slung and elegantly stretched figure from the side.

Clean, classic, opens and closes with the flick of a wrist: the manually operated soft-top roof.

Another example of the faithful transposition of MINI design into the compact roadster template comes in the form of the robust, all-season durability of the soft-top roof. When closed, the roof – which shares the simple style of classic British roadsters – “cascades” downwards, broadening as it heads towards the body. When opened, the roof folds down flat behind the seats, keeping the car’s elegantly sweeping lines intact.

The roof is opened by turning the release lever on the windscreen frame through 130 degrees and swivelling the soft-top back in a single movement behind the seats, where it locks into place. The process for closing the roof again is triggered by pressing a button positioned between the roll-over bars, which allows the roof to extend back out of its anchorage points, assisted by gas-pressure springs. It can then be pulled forward with the help of the release lever and fixed in place again against the windscreen frame.

Bespoke range of exterior paint finishes, Sport Stripes and interior design elements offer the key to individuality.

A range of two non-metallic and six metallic paint shades are available for the exterior of the MINI Roadster. In keeping with British roadster tradition, the roof remains in black. Sport Stripes, available in three colours for the bonnet, boot lid and rear apron, allow owners to add an extra personal touch. The light-alloy wheels fitted as standard on the MINI Roadster come in 15, 16 or 17-inch formats, depending on the model variant. A selection of other light-alloy wheels are available as an option in the same sizes.

The customary MINI variety of seat and upholstery variants includes ultra-exclusive piped sports seats in the colour shade Toffy. Plus, six different trim element variants are available, as well as five Colour Lines. Customers may also likewise choose to explore the additional, extremely exclusive interior design options offered by the MINI Yours range.

A well-rounded concept delivering driving fun without compromises.

The absence of a rear seat bench allows the MINI Roadster to offer 240 litres of luggage space. Plus, the high-opening tailgate and low boot sill makes it that much easier to load up items of luggage, while a 36-cm-wide (14 in.) and 20-cm-high (approx. 8 in.) through-loading system that can also be opened from the driver's or passenger's seat provides added versatility.

The MINI Roadster also comes with larger door bins, three cupholders, and a cross-rack behind the seats.

Another stand-out feature of the MINI Roadster is the stainless steel roll-over bars, the front of which are padded. Together with the reinforced windscreen frame, they provide optimised occupant protection in the event of the car turning over. The safety equipment on board the new MINI Roadster also includes front airbags and head-thorax airbags, three-point inertia-reel seat belts including belt force limiters and belt tensioners, and a Tyre Defect Indicator.

Bodyshell stiffening at the rear increases the torsional rigidity of the body and combines with extra-sturdy side sills to enhance the strength of the passenger cell. In addition, the MINI Roadster also features built-in innovative pedestrian protection measures and special stiffening elements in the front section. These result in a slightly higher front axle load rating compared with the MINI, which gives the front wheels extra traction. The impressive body rigidity of the MINI Roadster and its dynamically favourable weight distribution provide the ideal platform for agile and precise handling.

Optimised aerodynamic properties also play their role in a vehicle concept geared to enjoying driving fun to the full. The heavily raked A-pillars and windscreen reduce the frontal area of the body and therefore levels of drag. Added to which, the MINI Roadster is fitted with an active rear spoiler. Integrated into the tailgate, the spoiler extends automatically as soon as the MINI Roadster reaches 80 km/h (50 mph).

Airflow has been optimised to an even greater degree on the MINI John Cooper Works Roadster. The most powerful member of the Roadster line-up is fitted with a John Cooper Works aerodynamic kit as standard in a nod to its exceptionally dynamic performance capability.

Latest-generation four-cylinder engines: addictive sportiness, impressive efficiency.

The MINI Roadster is available with a choice of three petrol engines. The state-of-the-art units all boast sporty power delivery combined with exemplary efficiency, and all variants of the MINI Roadster carry the Cooper name in their model titles. This reference to legendary ex-Formula One racing car designer John Cooper, who used to race the classic Mini, marks out a car with particular sporting capability.

The MINI Cooper Roadster represents an extremely lively entry point into the Roadster line-up. Its 1.6-litre four-cylinder engine boasts a fully variable valve control system – based on the VALVETRONIC technology used in BMW engines – which sharpens the engine's responses, yet also lowers fuel consumption and emissions. With output rising to 121 hp at 6,000 rpm and maximum torque of 114 lb-ft (160 Newton metres) generated at 4,250 rpm, the powerplant accelerates the MINI Cooper Roadster from 0 to 60 mph in 8.7 seconds (0–100 km/h: 9.4 seconds) and on to a top speed of 124 mph (199 km/h). Its average fuel consumption in the EU test cycle stands at 5.7 litres per 100 kilometres (49.6 mpg imp), while CO₂ emissions come in at 133 grams per kilometre.

In addition to fully variable valve control, MINI TwinPower Turbo technology also features a twin-scroll turbocharger and petrol direct injection – a technology package that makes the 1.6-litre engine in the MINI Cooper S Roadster the world's most efficient in its displacement class. The powerplant develops its maximum output of 181 hp at 5,500 rpm. Peak torque of 177 lb-ft (240 Newton metres) is available as low down as 1,600 rpm and can hit 192 lb-ft (260 Newton metres) in a short burst courtesy of the Overboost function. All of which means the MINI Cooper S Roadster powers from 0 to 60 mph in 7.1 seconds (0 to 100 km/h in 7.1 seconds) on the way to a top speed of 141 mph (227 km/h). These performance figures contrast with average fuel consumption in the EU test cycle of 6.0 litres per 100 kilometres (47.1 mpg imp) and CO₂ emissions of 139 grams per kilometre.

The latest model variant from MINI's John Cooper Works sub-brand showcases its sporting potential with even greater intent.

The MINI John Cooper Works Roadster is powered by a 208 hp four-cylinder engine with MINI TwinPower Turbo technology. The 1.6-litre unit generates its maximum output at 6,000 rpm, with peak torque of 192 lb-ft (260 Newton metres) on stream at 1,850 rpm. The Overboost function briefly pushes this figure up to 207 lb-ft (280 Newton metres). 6.3 seconds is all it takes the MINI John Cooper Works Roadster to blast from 0 to 60 mph (0-100 km/h: 6.6 seconds). Top speed is 147 mph (237 km/h). Added to which, with average fuel consumption in the EU test cycle of 7.3 litres per 100 kilometres (38.7 mpg imp) and CO₂ emissions of 169 grams per kilometre, the MINI John Cooper Works Roadster boasts extraordinary efficiency for an open-top car in this output class.

The MINI Cooper Roadster and MINI Cooper S Roadster can also be specified with an optional six-speed automatic gearbox with Steptronic function as an alternative to the six-speed manual item fitted as standard across the MINI Roadster range.

Agile, precise, stable: go-kart feeling in a roadster wrapping.

Teaming up with the powerful engines and customary MINI front-wheel drive, chassis technology of a quality unparalleled in the small car segment imbues the MINI Roadster with the brand's hallmark driving fun.

MacPherson struts at the front axle, a multi-link rear axle, Electric Power Steering with speed-sensitive assistance, powerful brakes offering excellent feel, and bespoke tuning for all chassis components come together to produce a new interpretation of the time-honoured MINI go-kart feeling.

A Sport Button on the centre console, standard in the case of the MINI John Cooper Works Roadster and optionally available for all other model versions, allows the driver to adjust the car's steering characteristics and accelerator responses. If the optional six-speed automatic gearbox is specified, pressing this button also shortens shift times.

The standard-fitted DSC (Dynamic Stability Control) uses brake inputs and reductions in engine output to prevent a front or rear-end slide. The system includes ABS anti-lock braking, EBD (Electronic Brakeforce Distribution), CBC (Cornering Brake Control), Brake Assist and Hill Start Assistant. DSC also adds DTC (Dynamic Traction Control) with EDLC (Electronic Differential Lock Control) for the driven axle as standard on the

MINI John Cooper Works Roadster and as an option on all other model variants.

MINI Roadster: premium two-seater with high-quality standard equipment and exclusive options.

The interior of the MINI Roadster features – in typical brand style – a large Centre Speedo and a rev counter positioned directly behind the steering wheel. Standard specification also includes air conditioning, Always Open Timer, height-adjustable seats and electrically adjustable exterior mirrors.

The comfort and individuality of the MINI Roadster can be further enhanced with items from the range of high-quality options, some unique in the small car segment. For example, Adaptive Headlights and black headlight housing are available in conjunction with the optional xenon headlights. Among the other options customers can choose from are Comfort Access, an on-board computer, a multifunction steering wheel, automatic climate control, heated seats, Park Distance Control, automatically dimming rear-view mirror and exterior mirrors, an armrest, the storage package, and preparation for a rear luggage carrier rack.

Only from MINI Connected: innovative entertainment and communications functions.

The MINI Roadster comes as standard with the radio MINI CD audio system, while an extra dose of entertainment pleasure can be specified in the form of the Harman Kardon hi-fi loudspeaker system and USB audio interface. The radio MINI Visual Boost and MINI navigation system link up with a 6.5-inch, high-resolution colour display in the Centre Speedo. If these options are specified, MINI Connected allows Apple iPhone owners access to internet-based services inside the car. The MINI Connected App opens the door to a web radio function, use of Google services, Facebook and Twitter, reception of RSS news feeds, integration of Pandora radio, the MINIMALISM Analyser, Mission Control and Dynamic Music functions, as well as the latest Driving Excitement functions, such as Condition Check, Force Meter and digital sports instruments.



3. Individual characters generate new diversity: The latest MINI model range.

It's ten years since MINI began carving out its niche in the US car market. Supported by a proud tradition and impressive product quality, the British carmaker quickly established a following. The relaunch of the brand under the umbrella of the BMW Group also created a new market segment: the "premium small car". Customers opting for a small car with low fuel consumption could now combine this with highest standards of quality and engineering, as well as the chance to express their own individual style. In the meantime, MINI has become a byword for trend-conscious, stimulating and sustainable mobility, and the USA has become the MINI's number one international market. Today, the brand has the most varied model range in its history, and is ideally placed to continue its successful career.

Even though the competition has now hotted up, MINI has maintained its status as the pioneer of the premium small car segment. The wide variety of its product portfolio, which now comprises five – soon to be six – different model series, is a reminder that MINI products reflect not only the distinctive character of the brand but are also authentically tailored to the personality of their owner. On the US market, the MINI, MINI Clubman and MINI Convertible model series are each offered in three different engine versions. Also available is the MINI Countryman model, which opens up a new dimension in typical MINI driving enjoyment. This MINI model series, the first with four doors and a large tailgate, is optionally available with the ALL4 all-wheel-drive system. Finally, in late 2011, the first two-seater joined the MINI family: the MINI Coupé. This model, too, is supplied for the US market in three different engine versions.

The MINI: traditional symbol of driving enjoyment and lifestyle chic.

In the most classical mould, the current MINI combines the trademark agile go-kart handling with very contemporary standards of efficiency, uncompromising premium quality and a wide range of customisation options. Three different engine versions are available for the US market. The sporty temperament goes hand in hand with outstanding fuel consumption, particularly in the entry-level model, the 121 hp MINI Cooper.

The MINI Cooper sprints from 0 to 60 mph in 8.4 seconds, but is very economical on fuel, recording combined EPA fuel consumption of 32 mpg.

The MINI Cooper S, meanwhile, develops 181 hp and delivers even more intensive driving enjoyment. It too boasts outstanding efficiency, courtesy of a very advanced engine. The MINI Cooper S accelerates from 0 to 60 mph in 6.6 seconds, and achieves combined EPA fuel consumption of 30 mpg. Topping the line-up and catering to the most performance-minded MINI fans is the MINI John Cooper Works, which is powered by a 208 hp engine. This sportiest performer in the series completes the 0 to 60 mph sprint in just 6.2 seconds, and records combined EPA fuel consumption of 28 mpg.

MINI Clubman: new versatility, distinctive style.

A further stalwart of the range, alongside the regular MINI, is the MINI Clubman. This highly adaptable model is a modern interpretation of traditional shooting brake concepts, with an extended roofline and hatchback styling emphasising both the sporty driving qualities and the practical side of this model. Its body is 24 centimetres longer than that of the MINI, while the eight-centimetre increase in wheelbase translates directly into eight centimetres more rear legroom. In addition to the driver's and front passenger's doors, the MINI Clubman also features an additional half-door on the right-hand side of the vehicle, plus a split rear door, whose two halves open to either side. The MINI Clubman's large boot space can be expanded from 260 to 930 litres, while the rear doors make loading a whole lot easier.

The Clubman's infectious handling, sporty performance and outstanding efficiency are qualities typical of the MINI brand. The MINI Cooper Clubman, MINI Cooper S Clubman and MINI John Cooper Works Clubman versions are powered by the same state-of-the-art engines that provide outstanding driving enjoyment in the corresponding versions of the regular MINI series.

MINI Convertible: fresh air and exciting agility.

The MINI Convertible combines the hallmark MINI qualities with the refreshing fun of open-top motoring. Typical family traits include the proportions, short overhangs front and rear, large wheel arches, the high waistline and numerous other characteristic brand styling features. The occupants of the four-seater MINI Convertible are protected from the elements by a high-quality soft-top with integrated sliding roof function. This automatically operated top can be

lowered in just 15 seconds. Alternatively, drivers who want to go a little easier on the fresh air can open the automatic sliding roof instead, at any speed up to 120 km/h (75 mph). Outstandingly practical features include the easy-load function, the split-folding rear backrest and the very large through-loading system between the luggage compartment and passenger compartment, which increases the carrying capacity to 660 litres.

For the US market the MINI Convertible, too, is offered in three engine versions. The line-up comprises the MINI Cooper Convertible, the MINI Cooper S Convertible and the MINI John Cooper Works Convertible.

MINI Coupé: uncompromising driving enjoyment for two.

The sporty personality of the first two-seater in the MINI model range – the MINI Coupé – is instantly apparent. Powerful engines, specially calibrated suspension, a balanced weight distribution, the stiff body structure and the optimised aerodynamics, including an active rear spoiler, provide the trademark MINI go-kart driving experience in a very concentrated form. Distinctive features of this model are a low silhouette and the eloquent “helmet roof”. With its high-opening tailgate and 280 litres of load space (including the through-loading system between the boot and the passenger compartment), the MINI Coupé is also extremely flexible and adaptable.

The two-seater model is likewise available for the US market in three different versions: the MINI Cooper Coupé, the MINI Cooper S Coupé and the MINI John Cooper Works Coupé. A six-speed manual transmission is standard, but the MINI Cooper Coupé and MINI Cooper S Coupé – like the corresponding versions of the MINI, MINI Clubman and MINI Convertible – can optionally be supplied with a six-speed automatic.

MINI Countryman: new dimensions in driving enjoyment.

The MINI Countryman takes the MINI brand’s hallmark driving enjoyment into a new dimension. This is the first MINI to come with four doors, a large tailgate and an adaptable interior which can seat up to five people.

The MINI Countryman is also the first model from the brand to measure more than four metres in length, and the first to be optionally available with ALL4 all-wheel drive. As with every MINI, its agile handling sets the benchmark in its segment. Its high-quality chassis engineering and precise, efficient

electromechanical steering provide the trademark go-kart feel, which the raised seating position and optional ALL4 all-wheel-drive system take to new levels.

For the US market, the MINI Countryman is currently available in two four-cylinder petrol engine versions. They comprise a 121 hp unit in the MINI Cooper Countryman and a 181 hp unit in the MINI Cooper S Countryman. The MINI Cooper S Countryman is available with ALL4 all-wheel drive. All model versions are supplied with either the standard six-speed manual transmission or an optional six-speed automatic.

The pioneer – unique status in the premium segment.

Regardless of body style or engine version, every MINI boasts unique traits that are rooted in the origins and tradition of the brand, as well as in the characteristic combination of maximum driving enjoyment, individualistic style and a commitment to premium quality. The distinctive identity expresses itself in the styling, the drive concept, the extensive specification and the success with which the brand develops new models and versions to meet the needs of new target groups. Also, all MINI models are designed and built exclusively for the MINI brand, which enhances the uniqueness, credibility and exclusiveness of the product.

MINI also sets standards, both in and beyond the small car segment, with an unrivalled range of customisation options, allowing its customers to personalise the design of their vehicle more extensively and in greater detail than any other manufacturer. The unusually large range of exterior paint shades, roof and soft top colours, interior colours, seat upholsteries and trim versions, including exclusive “MINI Yours” options, allow buyers to custom-configure their vehicle of choice. Finally, to top it all off, the Original MINI Accessories range offers racing-themed John Cooper Works accessories, roof racks, extra headlamps, useful everyday articles and also more exotic items such as stylish roof graphics, mirror caps, door handles and side indicator surrounds.