

MINI AT IAA FRANKFURT 2015. TABLE OF CONTENTS.



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1. MINI AT IAA FRANKFURT 2015. (SHORT VERSION)



MINI is continuing the generation change in its model program. With the latest addition to the range of the British premium brand, further target groups can now get to enjoy the distinctive MINI feeling. The new MINI Clubman, which will see its world premiere for the public at the International Motor Show 2015 in Frankfurt (IAA), is now entering the premium compact segment thanks to its increased interior space and versatility as well as its driving properties. It combines the technological advances of the latest model generation with sophisticated vehicle characteristics and numerous equipment features available in a MINI for the first time. Outstanding driving fun, distinctive and highly expressive design as well as innovative functionality further emphasise the individual style which is typical for the brand. This is what makes the new MINI Clubman so instantly appealing and an exceptional phenomenon in the face of the competition.

With innovative concepts and a new level of diversity, MINI is highly successful in the premium small car segment, too. The original in this class of vehicle is enjoying increasing popularity not only as the MINI 3 door, but also as the MINI 5 door. Both models will be on display at the IAA 2015 motor show together with the latest generation of the extremely sports-oriented MINI John Cooper Works. At the world's most important motor show, to be held from September 19th to 27th 2015, the British brand will also be presenting innovative services as part of MINI Connected in-car infotainment as well as the current range of new optional extras and Original MINI accessories which enable the customer to tailor their vehicle to suit their own personal style.

The new MINI Clubman: traditional concept, unique qualities, additional engine range variety.

With its four doors, the characteristic split doors at the rear, five seats and the large and versatile interior, the new MINI Clubman not only transfers the classic concept of the shooting brake to the 21st century, but also to the premium compact segment. The most recent model is also the largest one of the new MINI generation. It is 27 centimetres longer and 9 centimetres wider than the MINI 5 door, and its wheelbase is 10 centimetres larger. Its luggage compartment has a volume of 360 litres and can be extended to as much as 1 250 litres by folding down the rear backrest with its 40:20:40 split. The new MINI Clubman offers the highest level of everyday practicality, long distance suitability, versatility and ride comfort ever seen in a MINI.

For increased driving fun, comfort and safety, the new MINI Clubman also offers numerous features that appear in an automobile of the brand for the first time. These include the electric parking brake, the 8-speed Steptronic gearbox - optionally available depending on the model - the electrical seat adjustment function and the option MINI Yours Interior Styles with backlit door bezels. The MINI Excitement Package comprises LED interior and ambient lighting as well as a projection of the MINI logo onto the ground from the exterior mirror on the driver's side when the car is opened and closed. Another new feature that is unique within the competitive field is the Comfort Access option including non-contact opening of the split doors at the rear.

The market launch of the new MINI Clubman will be on October 31st 2015 with three engine variants, the latest generation of engines featuring MINI TwinPower Turbo Technology for sports-style temperament and outstanding efficiency.

The 4-cylinder petrol engine of the MINI Cooper S Clubman mobilises 141 kW/192 hp (combined fuel consumption): 6.3 – 6.2 l/100 km; combined CO₂ emissions: 147 – 144 g/km). The MINI Cooper Clubman is powered by a 3-cylinder petrol engine with 100 kW/136 hp (combined fuel consumption: 5.3 – 5.1 l/100 km; combined CO₂ emissions: 123 – 118 g/km). A new member of the engine range is the 100 kW/150 hp 4-cylinder diesel engine in the MINI Cooper D Clubman (fuel consumption combined: 4.4 – 5.4 l/100 km; combined CO₂ emissions: 115 – 109 g/km).

The expansion of the engine range for the new MINI Clubman presented at IAA 2015 provides additional variety. An especially economic petrol engine variant follows in the MINI One Clubman (3 cylinders, 75 kW/102 hp; combined fuel consumption: 5.3 – 5.1 l/100 km; combined CO₂ emissions: 124 – 119 g/km). In addition there will be two further diesel power units fitted in a MINI for the first time, with 3 and 4 cylinders respectively. The MINI One D Clubman with 85 kW/116 hp will be the entry model (fuel consumption combined: 3.9 – 3.8 l/100 km; combined CO₂ emissions: 104 – 99 g/km). The MINI Cooper SD Clubman with 140 kW/190 hp (combined fuel consumption: 4.6 – 5.4 l/100 km; combined CO₂ emissions: 122 – 119 g/km) will take on the role of the most powerful diesel variant (all EU test cycle figures, dependent on tyre format selected).

On track for success - thanks to driving pleasure and technological progress.

With the latest expansion of its model range, MINI continues to pursue its course of ongoing growth in the worldwide automobile markets. Both in the small car and the compact segment, the brand is meeting the needs and requirements of demanding target groups attracted by distinctive and highly expressive design, high-end technology and material quality as well as premium-level workmanship. With its latest model generation, MINI perpetuates the success story of the original in the premium small car segment. The choice of either the new MINI 3 door or the new MINI 5 door model increases overall appeal even further.

The MINI Countryman already impressively demonstrated that typical MINI driving fun and individual style thrills customers beyond the small car segment, too. As the first MINI with four doors, a large tailgate and five seats, the all-rounder has greatly contributed to the brand's continued growth since being launched. There is added support here from the avant-garde and very sports-oriented MINI Paceman, the first Sports Activity Coupé in the premium compact segment. The ALL4 all-wheel drive, specially developed for MINI, is available as an option and comes as standard in the top sports models, the MINI John Cooper Works Countryman and MINI John Cooper Works Paceman.

2. RIPE FOR NEW CONQUESTS: THE NEW MINI CLUBMAN.



The latest generation of the MINI model family now conquers the premium compact segment, too. With four doors and the characteristic split doors at the rear, five fully-fledged seats and a generous, flexibly usable interior, the new MINI Clubman offers the highest level of everyday practicality, long distance suitability, versatility and ride comfort ever seen in a model of the British brand. Individual style, outstanding driving fun and the quality level of a premium automobile make it an exceptional phenomenon that allows additional target groups to get a taste of the distinctive MINI feeling.

The matured character of the new MINI Clubman is reflected in dimensions that are significantly larger than the predecessor model, a distinctive body concept, a specific interior design and also numerous new technical features. Its status as the largest representative of the new MINI generation is also clearly shown in comparison with the MINI 5 door, which it exceeds by 27 centimetres in length, 9 centimetres in width and 10 centimetres in wheelbase size. With a length of 4 253 millimetres, a width of 1 800 millimetres and a height of 1 441 millimetres, the new MINI Clubman has distinctive proportions that make it unique within both the brand's model program and the compact segment as a whole. The wheelbase measures 2 670 millimetres, while the track width is 1 564 millimetres at the front and 1 565 millimetres at the rear.

The engine portfolio and suspension design of the new MINI Clubman are also specific to this model. It also offers numerous features for increased driving fun, comfort and safety that appear in an automobile of the brand for the first time. These include the electric parking brake and as optional features the 8-speed Steptronic transmission, the electrical seat adjustment function, the non-contact opening of the split doors at the rear, the option MINI Yours Interior Styles with backlit door bezels and the MINI Excitement Package including a projection of the MINI logo onto the ground from the exterior mirror on the driver's side when opening and closing the car. Other optional features available for the new MINI Clubman include LED headlamps, the MINI Driving Modes, Dynamic Damper Control, the MINI Head-Up-Display, the Parking Assistant, the Driving Assistant and the entire program of MINI Connected in-car infotainment.

Exterior design: tradition-steeped concept, typical brand features, innovative details.

The new MINI Clubman introduces a contemporary interpretation of the tradition-steeped shooting brake concept. This genre of vehicle - especially popular in the country in which MINI originated, the UK - combines sporty style with functionality and is reflected in design by means of a stretched silhouette, a long roof line and a steep rear. These features not only link the new MINI Clubman to its direct predecessor.

A body variant of the classic Mini geared towards expanded transport capacity was presented as long ago as 55 years. In addition to larger exterior dimensions and an extended wheelbase, the identically structured models Morris Mini Traveller and Austin Seven Countryman also featured two laterally opening split doors at the rear.

Classic design features and the emotionally appealing styling indicate the kinship of the new MINI Clubman with the brand's model family. Circular headlamps with chrome surrounds, the hexagonal contours of the radiator grille and the vigorously arched power dome of the engine compartment lid define its front view. There are also air ducting elements to optimise the car's aerodynamic properties. The so-called Air Curtains consist of narrow, vertically arranged openings in the outer sections of the lower air inlet. From here the air is selectively channelled around the wheel arches before re-exiting through Air Breathers in the rear section of the side panels.

In addition to the three-part structure of the body, window graphic and roof, the silhouette of the new MINI Clubman also exhibits a surface design that is specific to this model. Generous surfaces expanses and finely modelled edges underscore the length of the roof line and wheelbase. The powerful shaping of the shoulder contour in the area of the rear doors and wheel arches emphasises the car's stable stature. The split doors with their striking metal surround are the most conspicuous feature at the rear of the new MINI Clubman. The central bar between the glass sections of the two openings is significantly narrower than in the predecessor model, thereby optimising the view to the rear. The likewise newly designed, horizontally oriented rear lights are integrated in the wing doors and have chrome surrounds.

Four non-metallic and eight metallic paint finishes are available to choose from for the new MINI Clubman. The program also includes Melting Silver metallic and Pure Burgundy metallic for the first time, as well as the MINI Yours paint finish Lapisluxury Blue. The roof and exterior mirror caps can be finished in one of the contrasting colours white, silver or black on request.

Interior: generous space, new design.

Five fully-fledged seats, convenient access, plenty of freedom to move for all occupants and a versatile luggage compartment are the salient features of the MINI Clubman as it advances into the premium compact segment. When all five seats are in use, the luggage compartment has a volume of 360 litres. For bulkier transport, the rear backrest with a 60:40 split can be folded down. A 40:20:40 split is optionally available and as is a tilt adjustment function for the rear backrest. This enables the load volume to be increased in stages as required up to as much as 1 250 litres.

A clear signal of the more sophisticated character of the MINI Clubman is its wide instrument panel with cockpit facia frame. This design feature is also echoed in the door trim panels and centre console.

Below the air outlets there is a horizontal decorative strip which lends additional emphasis to the width of the interior. The central instrument typical of the brand is integrated harmoniously in the dashboard. Fitted either with a two-colour 2.7-inch display or a 6.5 or 8.8-inch colour screen, depending on equipment features, it serves as a display for vehicle, infotainment, phone and navigation functions and has an LED ring surround which can optionally respond to the current situation on the road and to specific operating procedures by means of an interactive lighting display.

The controls for heating and air conditioning and the toggle switches located below them have a design that is specific to this model. A red toggle switch also serves as the engine start/stop button. Extending up to the instrument panel for the first time in a MINI, the centre console offers space for a storage compartment and two cup holders in front of the gear or selector lever. Also located in the central console are the MINI Controller - which comes with the Radio MINI Visual Boost, the MINI navigation system and the MINI navigation system Professional - and the switch for the electric parking brake.

With the new MINI Yours Interior Styles option, the striking door trim design is highlighted by means of indirectly illuminated decorative strips. The optional lighting package with LED interior and ambient lighting also creates an atmospheric ambience. In conjunction with the special equipment feature MINI Excitement Package, this offers continuously variable colour changes and has also been extended to include a light display that is activated when opening and closing the car. The MINI logo is projected onto the ground from an additional light source in the exterior mirror on the driver's side.

The models MINI Cooper S Clubman and MINI SD Clubman are fitted with sport seats as standard and these are optionally available for the other variants. Another new option is the electrical adjustment of the driver and front passenger seats, including memory function on the driver's side. In addition to the typical MINI seats with the tube-like visual structure, the new Chester pattern is also offered in Indigo Blue with diagonal stitching and piping in Pure Burgundy.

Powerful engines with MINI TwinPower Turbo Technology.

For the new MINI Clubman there are three petrol engines and three diesel engines of the latest generation to choose from, with three and four cylinders respectively as well as MINI TwinPower Turbo Technology. Fascinating pulling power and exemplary efficiency are guaranteed by the first 2-litre 4-cylinder diesel engines ever installed in a MINI. The most powerful diesel engine ever to be fitted in a model of the brand is to be found in the new MINI Cooper SD Clubman. This mobilises a peak output of 140 kW/190 hp and a maximum torque of 400 Newton metres. The new MINI Cooper SD Clubman accelerates from standing to 100 km/h in 7.4 seconds, both with the standard manual transmission and with the optional automatic transmission. These athletic performance figures go hand in hand with an average fuel consumption of 4.6 to 4.5 litres per 100 kilometres (automatic: 4.4 – 4.3 litres) and CO₂ emissions of 122 to 119 grams per kilometre (117 – 114 g/km; EU test cycle figures, dependent on tyre format selected).

The diesel engine of the new MINI Cooper D Clubman delivers a peak output of 110 kW/150 hp and a maximum torque of 330 Newton metres. It enables acceleration from zero to 100 km/h in 8.6 seconds (automatic: 8.5 seconds). In both transmission types, the engine's efficiency is reflected in an average fuel consumption of 4.4 to 4.1 litres per 100 kilometres and a CO₂ emissions level of 115 to 109 grams per kilometre (EU test cycle figures, dependent on tyre format selected).

The 3-cylinder diesel engine in the new MINI One D Clubman offers even more favourable fuel consumption and emission figures. The 1.5-litre power unit with 85 kW/116 hp provides a maximum torque of 270 Newton metres and accelerates the entry-level model in 10.4 seconds from zero to 100 km/h, with both manual and automatic transmission. Its average fuel consumption is 3.9 to 3.8 litres (automatic: 4.1 – 3.9 litres) per 100 kilometres, while the CO₂ emission figure is 104 to 99 grams per kilometre (109 – 104 g/km; EU test cycle figures, dependent on tyre format selected).

With the sportiest performance characteristics of the three petrol engines, the 2.0-litre 4-cylinder engine of the new MINI Cooper S Clubman is especially impressive. It mobilises a peak output of 141 kW/192 hp and a maximum torque of 280 Newton metres which can even be briefly increased to 300 Newton metres by means of the overboost function. The new MINI Cooper S Clubman sprints in 7.2 seconds (automatic: 7.1 seconds) from standing to 100 km/h. These figures are combined with an average fuel consumption of 6.3 to 6.2 litres (5.9 to 5.8 litres) per 100 kilometres and a CO₂ emissions level of 147 to 144 grams per kilometre (137 to 134 g/km; EU test cycle figures, dependent on tyre format selected).

Spirited power delivery is also characteristic of the 1.5-litre 3-cylinder petrol engine in the MINI Cooper Clubman. With a peak output of 100 kW/136 hp and a maximum torque of 220 Newton metres (230 Nm with overboost) at 1 250 rpm, this engine also ensures sporty performance figures. A time of 9.1 seconds is all that is required with both manual transmission and Steptronic to accelerate from zero to 100 km/h. Regardless of the transmission type selected, the average fuel consumption of the new MINI Cooper Clubman is 5.3 to 5.1 litres per 100 kilometres, while its level of CO₂ emissions is 123 to 118 grams per kilometre (EU test cycle figures, dependent on tyre format selected).

The engine portfolio is rounded off with another 3-cylinder petrol engine for the new MINI One Clubman. Likewise from a capacity of 1.5 litres, it generates a peak output of 75 kW/102 hp and a maximum torque of 180 Newton metres. For acceleration from zero to 100 km/h the new MINI One Clubman takes 11.1 seconds (automatic: 11.7 seconds). Both with manual and automatic transmission it has a combined fuel consumption of 5.3 to 5.1 litres per 100 kilometres and CO₂ emissions of 124 to 119 grams per kilometre (EU test cycle figures, dependent on tyre format selected).

A MINI premiere: 8-speed Steptronic transmission

All model variants are fitted as standard with a 6-speed manual transmission of the latest generation. The 4-cylinder engines in the models MINI Cooper S Clubman, MINI Cooper SD Clubman and MINI Cooper D Clubman can be optionally combined with an 8-speed Steptronic transmission. This automatic transmission type is available in a MINI for the first time, providing an even more favourable basis for efficient, comfortable and sporty driving due to a broader gear spread and smaller engine speed steps. Even faster gearshifts are possible with the 8-speed Steptronic transmission, which is offered for the new MINI Cooper S Clubman and the new MINI Cooper SD Clubman. It can be operated in manual mode using shift paddles at the steering wheel. A 6-speed Steptronic transmission of the latest generation is available for all other models. Both automatic variants have a transmission control system that is able to draw on navigation data for the purpose of gear and shift point selection. This means that in cars fitted with a navigation system, shift control is also based on the route profile.

The standard MINIMALISM Technology includes an auto start/stop function that is also available for cars fitted with automatic transmission. The optional MINI Driving Modes offer the possibility of an individual vehicle set-up. In addition to the standard MID mode there is a choice of SPORT and GREEN mode. The driving style supported in GREEN mode is oriented towards optimised fuel consumption. This is also the case with the coasting function in conjunction with a Steptronic transmission, whereby disconnection of the drivetrain is enabled as soon as the driver takes their foot off the accelerator.

A new dimension of go-kart feeling: characteristic MINI suspension technology with completely newly developed components.

In conjunction with the power transmission to the front wheels and the low centre of gravity, the high-quality suspension technology with a single joint strut axle at the front and a multilink rear axle provides ideal conditions for the agile handling known as the go-kart feeling. The large track width and long wheelbase of the MINI Clubman benefit the model-specific interpretation of this construction principle. The new development of all front axle parts has resulted in optimisation of kinematics as well as component stiffness and weight. The particularly stiff wheel suspension on the rear axle also enhances the agile handling properties of the MINI Clubman.

Electromechanical Servotronic power steering including speed-related steering assistance is a standard feature, as is DSC (Dynamic Stability Control) including DTC (Dynamic Traction Control) and Electronic Differential Lock Control (EDLC) as well as the additional Performance Control for the models MINI Cooper S Clubman and MINI Cooper SD Clubman. Dynamic Damper Control is available as an optional extra. This allows the damper program map to be adjusted via MINI Driving Modes.

The MINI Cooper S Clubman and the MINI Cooper SD Clubman are fitted as standard with 17-inch light alloy wheels. All models are fitted as standard with 16-inch light alloy wheels. The range of special equipment features includes additional light alloy wheels sized 17 to 19 inches.

A complete set of safety features, innovative driver assistance systems, intelligent connectivity.

In addition to the torsionally stiff, rigid and also weight-optimised body structure, a complete set of standard safety features also contributes to the outstanding occupant protection of the new MINI Clubman. Standard trim also includes such features as electrically adjustable exterior mirrors, air conditioning, a rain sensor with automatic driving lights control, the MINI Radio including AUX-IN socket and USB interface as well as a Bluetooth hands-free phone facility. Meanwhile a wide range of optional features are available for customisation as well as to enhance comfort and functionality, including 2-zone automatic air conditioning, a panorama glass roof, a tow hitch with removable ball head and attractive MINI Yours and John Cooper Works offers.

The selection of optional driver assistance systems includes the Head-Up Display which extends above the steering column, the Driving Assistant system including camera-based active cruise control, collision and pedestrian warning with initial brake function, high beam assistant, road sign detection, Parking Assistant and rear view camera. The complete MINI Connected in-car infotainment program is also available. The new MINI Clubman can be equipped with a SIM card which is permanently fitted in the car. This means that Intelligent Emergency Call with automatic detection of vehicle location and accident severity is available, as well as MINI TeleServices. In intelligent, brand-appropriate style, the MINI Connected XL Journey Mate helps the driver plan journeys as well as providing individualised information en route to the destination as required. Numerous other social network and infotainment functions can be integrated in the car by means of smartphone apps, allowing them to be used intuitively, conveniently and safely via the MINI operating system.

3. NEW GENERATION, EVEN MORE DRIVING FUN: THE CURRENT MINI MODEL PROGRAM.



With new vehicle concepts, innovative technology and further refined premium characteristics, the latest MINI generation carries forward the worldwide success story of the original in the small car premium segment. The new MINI combines unmistakable design and the fascinating tradition of the British brand with clear advancements in the areas of driving fun, efficiency, comfort and functionality as well as safety, connectivity and high quality of materials and workmanship. As such, it is even more closely geared towards the needs of demanding target groups whose choice of car expresses a desire for an intense driving experience as well as an awareness of quality and individual style.

The launch of the latest MINI Clubman model generation now transfers the properties of the latest model generation to the premium compact segment, too. Once again, the additional variety in the brand's model program goes hand in hand with the premiere of an innovative vehicle concept. The new MINI Clubman offers the highest level of everyday practicality, long distance suitability, versatility and ride comfort ever seen in a MINI. What is more, it combines athletic flair and functionality in an entirely novel way. In addition to the elongated silhouette and the long roof line, the four doors and characteristic split doors at the rear are key features here. These make the new MINI Clubman the first ever 6-door model in the segment. Its individual style and maturity are enhanced not just by the generous exterior and interior dimensions but also by distinctive interior design and numerous equipment features that are now available in a MINI for the first time.

MINI 3 door and MINI 5 door – creative use of space in two variants.

In the small car segment, too, the change of generation has brought unmistakable MINI feeling to life in a new form. There are now two models that represent the principle of creative use of space as successfully realised in the classic Mini. The classic body concept is also embodied in the new generation of the MINI 3 door. The new MINI 5 door combines its model-specific interpretation of the brand's evolutionary design advancements with a further increase in functionality that results from a body extended in length by 161 millimetres, two additional doors and three rear seats. For the first time in the brand's 56-year history, the brand is now also represented with a 5-door model in small car segment.

There is a choice of four petrol engines and three diesel engines of the latest generation for both models, each featuring MINI TwinPower Turbo Technology. The output range of the new MINI 3 door (combined fuel consumption: 5.7 – 3.4 l/100 km; CO₂ emissions combined: 133 – 89 g/km), the new MINI 5 door (combined fuel consumption: 5.9 – 3.5 l/100 km; CO₂ emissions combined: 136 – 92 g/km) is from 55 kW/75 hp to 141 kW/192 hp. Refined suspension technology - also including adjustable dampers as an option for the first time - ensures typical go-kart feeling and optimised ride comfort. In addition, the models of the new MINI generation offer a new display and operating concept as well as significantly increased diversity in the program of driver assistance systems.

MINI Countryman and MINI Paceman: intense driving fun – on request with all-wheel drive, too.

The MINI Countryman already impressively demonstrated that typical MINI driving fun and individual style thrills customers beyond the small car segment, too. As the first MINI with four doors, a large tailgate and five seats, the all-rounder has greatly contributed to the brand's continued growth since being launched. There is added support here from the avant-garde and very sports-oriented MINI Paceman, the first Sports Activity Coupé in the premium compact segment. The ALL4 all-wheel drive system developed for MINI is optionally available for both models.

For the MINI Countryman (combined fuel consumption: 6.0 – 4.2 l/100 km; CO₂ emissions combined: 139 – 111 g/km) three petrol engines and three diesel engines are available, covering an output range of 66 kW/90 hp to 140 kW/190 hp. The engine portfolio for the MINI Paceman (combined fuel consumption: 6.0 – 4.2 l/100 km; CO₂ emissions combined: 139 – 111 g/km) comprises three petrol engines and three diesel engines covering an output range of 82 kW/112 hp to 140 kW/190 hp.

Top athletes with individual character: the John Cooper Works models.

Promising extreme MINI driving fun, the John Cooper Works models are lined up at the start, ready and waiting to go. As the latest in the range of top athletes, it is the new MINI John Cooper Works (combined fuel consumption: 6.7 l/100 km, combined CO₂ emissions: 155 g/km) that embodies traditional passion for motor racing. Featuring an engine that is the most powerful ever fitted in a MINI with 170 kW/231 hp, suspension technology geared to the race track and model-specific exterior and interior design, it guarantees a particularly intense race feeling that is combined with unlimited everyday practicality.

Meanwhile the models MINI John Cooper Works Countryman (combined fuel consumption: 7.3 – 7.1 l/100 km; combined CO₂ emissions: 169 – 165 g/km) and MINI John Cooper Works Paceman (combined fuel consumption: 7.3 – 7.1 l/100 km; combined CO₂ emissions: 169 – 165 g/km) are all distinctive characters with a highly sporty orientation. Likewise developed with motor racing expertise, the turbo engines have an output of 160 kW/218 hp, and this power is put on the road via the standard all-wheel drive system ALL4.