

MINI at the Auto Shanghai 2011.

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1. MINI at the Auto Shanghai 2011. (Short version)



MINI offers the most attractive and diverse model range available worldwide to motorists who seek driving fun, innovative technology and quality at the highest level also in the small car segment. As the world's first and to date only producer of independently developed premium small cars, the British traditional brand is also attracting a steadily growing number of particularly discerning customers on the Chinese automotive market. From 23rd to 28th April 2011, MINI will present to those visiting the Auto Shanghai 2011 not only its further extended product range but also the most exclusive opportunity so far to experience typical MINI driving fun and a spectacular vision for the future of urban mobility. An exceptionally resolute manifestation of premium character is embodied by the MINI INSPIRED BY GOODWOOD, which will be making its world debut at the Auto Shanghai 2011. With the MINI Concept Rocketman, the brand-typical principle of creative use of space in urban road traffic conditions is reinterpreted.

With the market launch of the MINI Countryman and the new MINI family, Chinese car buyers now have ten different models to choose from. The first MINI with four doors and a large tailgate will be available in China in the guise of the MINI Cooper Countryman and the MINI Cooper Countryman S. There is also a choice of two engine variants for the MINI Convertible. Both the MINI and the MINI Clubman are available with three engine variants – MINI One, MINI Cooper and MINI Cooper S.

Like the choice of engines, the diversity of the range of exterior colours and the interior design features as well as the wide choice of accessories enable each MINI customer to choose a car that suits his or her very own personal style. The personalisation options are an essential element of the MINI brand's premium character. Driving fun, which is guaranteed by sophisticated technology, is complemented by the excitement of owning an automobile that has been produced exactly according to one's own personal wishes. At the Auto Shanghai 2011, MINI will be demonstrating new possibilities for targeted individualisation. The new product range MINI Yours comprises

exclusive options for the exterior and interior design. A further highlight accompanying the launch of MINI Yours is, in addition to the world premiere of the MINI INSPIRED BY GOODWOOD, the Asian premiere of the MINI Clubman Hampton, which embodies the concept realised by MINI Yours in yet a further particularly concentrated form.

MINI INSPIRED BY GOODWOOD: highest exclusivity in the small car segment.

The MINI INSPIRED BY GOODWOOD is characterised by top-grade materials, the highest level of workmanship and stylish supremacy. Its exclusive character is the result of an exceptional collaboration. The special edition of the three-door MINI was built under the guidance of the Rolls-Royce Motor Cars designer team and transfers the unmistakable style of the British luxury car manufacturer to the equally unique original within the premium small car segment. The exterior and interior design features, which were conceived at the Rolls-Royce Design division in the southern English town of Goodwood, provide the model from the MINI Yours range with a fascinating charisma and an incomparably high-quality ambience.

Inside the MINI INSPIRED BY GOODWOOD, a harmonious colour concept, selected materials and a production quality characterised by precise craftsmanship guarantee the highest degree of well-being and comfort. The dashboard, including the surrounds of the central instrument and the air vents, the centre console, carpet surfaces, the Lounge leather seats, the roof lining as well as the door, side and body pillar cladding boast the exclusive Rolls-Royce colour Cornsilk. The dashboard and doorhandle surfaces, which are manufactured in Goodwood and finished in Walnut Burr, a wood quality also exclusive to Rolls-Royce, the black nappa leather dashboard top, Tipped Leather Cornsilk door linings as well as Piano Black surface finishes for the buttons on the multifunction steering wheel and the controls below the central instrument all provide additional quality-enhancing accents. In addition, the car boasts Cashmere roof linings, sun visors and rear storage tray as well as foot mats boasting a deep-pile lambswool quality also featured in current Rolls-Royce models. The most striking features of the exterior design are the body finish in the exclusive Rolls-Royce colour Diamond Black metallic and 17-inch light alloy wheels sporting a multi-spoke design.

The MINI INSPIRED BY GOODWOOD is powered by a 1.6-litre 135 kW/184 bhp four-cylinder engine with Twin Scroll turbocharger, direct petrol injection and variable valve control. The power unit, which is featured for the first time in the new MINI Cooper S, impresses with spontaneous power delivery. At the same time it is also the most efficient engine in its displacement class. Moreover, the MINI INSPIRED BY GOODWOOD's range of high-quality equipment offered as standard also includes Xenon Adaptive Headlights, Park Distance Control, automatic air conditioning, an onboard computer and the audio system Radio MINI Visual Boost, which includes the Harman Kardon hi-fi speaker system.

Traditional principle, innovative technology:

The MINI Rocketman Concept.

The fascinating concept car being presented by MINI at the Auto Shanghai 2011, demonstrates how the brand's fundamental principle of creative use of space can be redefined by the use of innovative technology in the areas of body construction, interior design and Infotainment. The MINI Rocketman Concept, which will be making its debut in Asia, is being presented as a 3+1-seater with a unique spatial concept, 3 doors and a length of just over 3 metres. Its characteristics are oriented towards the multi-faceted demands of a modern target group, the mobility requirements of which are characterised by driving fun, flexible use of space and comprehensive networking with the personal living environment.

The innovatively designed interior of the MINI Rocketman Concept offers the driver, front seat passenger and further occupants a generous amount of space, also providing, if needed, a fourth individual seat at the rear. Furthermore, the newly conceived bodywork concept ensures comfortable entry and wide-ranging possibilities for loading. Thanks to sidesills integrated into the doors, the passenger entry area reaches far into the interior. The two-part tailgate consists of one section which is attached to the roof and opens extremely high and a lower section which extends out of the body in the form of a drawer.

The MINI Rocketman Concept body is shaped by an avant-garde interpretation of time-honoured brand features. A carbon spaceframe construction, whose

striking surface structure is visible from the outside both on the radiator grille and in the interior, forms the basis for a weight-minimising construction. Inside the car, leather covers and high-gloss painted surfaces combine with armrests and trim strips made from a special paper that has been pressed and folded into the desired structure. The control concept for the MINI Rocketman Concept also highlights new approaches. The customary Centre Speedo houses a projection surface boasting 3D graphics presentation capability. The display is operated using both the steering wheel buttons and the integrated trackball. Furthermore, the MINI Rocketman Concept features a removable control element for all comfort and connectivity functions.

MINI Yours: the exclusive route to personalisation.

With the MINI, the MINI Clubman, the MINI Convertible and the MINI Countryman, the brand's model diversity has also reached a new peak on the Chinese automotive market. Simultaneously, the possibilities to configure the vehicle according to personal taste are being continually increased. MINI is using its presence at the Auto Shanghai 2011 as a starting signal for a particularly attractive range of special equipment. The MINI Yours product portfolio being presented in Asia for the first time creates unparalleled possibilities to configure a MINI both according to personal preference and in the unmistakable style of the brand. These exterior and interior design options faithfully reflect the heritage of the brand and highlight the designers' appreciation of premium quality and eye for creative ideas.

Among the features of MINI Yours are unusual paint finishes, upholstery variants and interior colours, stylishly compiled equipment packages and particularly attractive limited-edition models. In addition to the MINI INSPIRED BY GOODWOOD, the Asian premiere of MINI Yours will also feature the presentation of an exclusive edition of the MINI Clubman based on the MINI. The MINI Clubman Hampton stands out with its innovative colour and materials concept and top-quality specification, underscoring the character of MINI Yours in an additional, concisely harmonised configuration.

The special features of the MINI Clubman Hampton include the newly developed Reef Blue paint finish, exclusive light-alloy wheels and specifically designed seats in Lounge Leather upholstery. Inspired by a southwest London

suburb, the MINI Clubman Hampton picks up on the tradition established by the success of earlier special-edition models like the MINI Park Lane, MINI Checkmate and MINI Convertible Sidewalk.

2. At a glance.



- **World premiere: the MINI INSPIRED BY GOODWOOD.**

With the MINI INSPIRED BY GOODWOOD, which will be making its world debut at the Auto Shanghai 2011, the principle of an unmistakable, exclusive and premium-quality small car is realised in a particularly concentrated form. The special edition fascinates with an exceptionally impressive exterior and interior design, which was conceived at the development centre of the British traditional brand Rolls-Royce in Goodwood. The MINI INSPIRED BY GOODWOOD, which was produced in a limited edition of 1,000 units, combines typical MINI driving fun with discerning craftsmanship, selected materials and a styling marked by typical British understatement of the world's leading producer of luxury automobiles.

- **Asian premiere: the MINI Rocketman Concept.**

Compact on the outside, but big on the inside, the "creative use of space" principle so beloved of the MINI brand enters a new dimension with the MINI Rocketman Concept. As a 3+1-seater with a vehicle length of little more than three metres (approx. 10 ft.), the concept car being presented to the general public for the first time at the Auto Shanghai 2011 offers new and innovative ways of generating maximum interior versatility within the smallest possible exterior dimensions – and offering unbeatable driving fun in the process. The MINI Rocketman Concept once again brings the traditional principles of the classic MINI onto the road through the introduction of innovative ideas. The MINI Rocketman Concept captures the imagination as a vision of urban mobility in the future through features such as its innovative seating and door concept, groundbreaking technologies for connecting its occupants with the outside world, and the lightweight structure of its body. Thanks to a new interpretation of the characteristic MINI design vocabulary, both the brand affiliation as well as the vehicle's degree of innovation are immediately recognisable in the design of the concept car.

- **Asian premiere MINI Yours and Chinese premiere of the MINI Clubman Hampton:**

Individuality is all part of the MINI character – and now the brand has introduced a highly exclusive new way of turning your car into a personally configured one-off. The factory-fit options from the MINI Yours product range combine quality and style with familiar MINI flair, helping to give the car a particularly expressive presence. Scheduled for launch in spring 2011, the MINI Yours range includes wonderfully expressive exterior paint finishes, upholstery variants and interior colours, as well as studiously configured equipment packages. Added to which, a limited-edition version of the MINI Clubman will be presented to mark the premiere of MINI Yours. The MINI Clubman Hampton embodies the unmistakable style of MINI Yours through carefully selected and precisely coordinated design features.

3. Bred from the finest of stock: The MINI INSPIRED BY GOODWOOD.



As the first premium model in the small car segment, MINI has been a genuine trailblazer, the unsurpassed scope of its equipment features and accessories allowing it to meet the most varied requirements. And now MINI fans can express their appreciation of exclusive individuality, eye for stylish elegance and penchant for uncompromising premium quality with even greater sophistication. MINI INSPIRED BY GOODWOOD adds another layer to the MINI brand experience with a generous dose of automotive luxury and exclusivity in its highest form. Close collaboration with the Rolls-Royce Motor Cars design team has produced a limited-run special edition MINI, whose exterior and interior design is inspired by fine materials and the British luxury car marque's commitment to absolutely flawless workmanship. Production of the MINI INSPIRED BY GOODWOOD – which celebrates its world premiere at the Auto Shanghai 2011 show – is restricted to 1,000 units. Deliveries of the model, which will launch as part of the exclusive MINI Yours product line, are scheduled to start in spring 2012.

The British origins of the two brands, their shared belief in meeting the individual needs and desires of their customers, and the creative pooling of ideas between the various brands at BMW Group Design provided the fuel for the collaboration between Rolls-Royce and MINI. At the Rolls-Royce headquarters in Goodwood, southern England, Rolls-Royce interior designer Alan Sheppard has overseen the emergence of a MINI which reproduces the hallmark majestic allure of the historic luxury brand and an interior ambience born of exquisite materials and outstanding workmanship in a representative of the small car community for the first time. The exclusive status of the MINI INSPIRED BY GOODWOOD is rooted in a materials and colour concept which reflects the unmistakable and globally unique Rolls-Royce style not only in its individual component parts, but also in the configuration put together for the special-edition model.

Exclusive ambience created by harmonious colours, select materials and unbeatable workmanship.

In this way, the MINI INSPIRED BY GOODWOOD generates an interior ambience defined by stylistic harmony, masterful workmanship and British understatement. The dominant colour is the exclusive Rolls-Royce variant Corn Silk, a warm and natural shade of beige which washes over the instrument panel (including the Centre Speedo and air vent surrounds), centre console, carpet surfaces, seat upholstery, roof liner, and door, side and body pillar trim. Only the upper section of the instrument panel, which is lined with extremely high-quality, soft full-grain leather, is in black.

The surface of the instrument panel and door pulls boasts a Walnut Burr finish likewise exclusive to Rolls-Royce. These veneers are selected at the Goodwood factory exclusively for the MINI INSPIRED BY GOODWOOD. In its flawless surface finish and distinctive stitching, the Cornsilk Tipped Leather used for the door panels also displays the unparalleled level of quality refined by the famous marque. Another stylish touch comes in the form of the high-quality Piano Black gloss finish on the multifunction steering wheel buttons and the control panel below the Centre Speedo. The matching black dials for the speedometer and rev counter bear the same typeface as their Rolls-Royce counterparts. The MINI INSPIRED BY GOODWOOD is adorned with seats in Lounge Leather upholstery, a soft full-grain leather steering wheel and rugs in a quality of deep wool fleece also enjoyed by passengers in current Rolls-Royce models. The trim for the headlining, sun visors and luggage compartment cover boasts a likewise extremely high-grade Rolls-Royce cashmere blend.

When it comes to the exterior paintwork, customers can look forward to the Diamond Black metallic shade developed by Rolls-Royce Design. Alternatively, the MINI colour variant Reef Blue metallic can be specified as an option. The chosen paint shade is also used for the exterior mirror caps and roof spoiler of the MINI INSPIRED BY GOODWOOD. The exclusivity of the special-edition model is also reflected in its body design. The car's front and rear apron are the same as those found on the MINI Cooper S, but are combined with the bonnet from the MINI Cooper D. Rather than carrying over the air scoop of the MINI Cooper S, it boasts a harmoniously flowing surface which underlines the stylishly elegant appearance of the MINI INSPIRED BY GOODWOOD.

Another identifying feature of the MINI INSPIRED BY GOODWOOD are the sporty and elegant 17-inch multispoke light-alloy wheels. There are also high-class aluminium badges stamped with the lettering “MINI INSPIRED BY GOODWOOD” on the side indicator surrounds above the front wheel arches and on the door sills. Another badge, also featuring the legend “One of 1000”, can be found on the centre console in front of the gearshift lever (or selector lever, if the automatic gearbox is specified).

Inspired by Goodwood, built in Oxford.

The exterior and interior features specially developed for the MINI INSPIRED BY GOODWOOD embody the inimitable style of Rolls-Royce Design. From the initial inspiration, the selection of materials and the detailed preparation of the colour concept, to the fine-tuning of the production process to ensure unimpeachable quality standards, the entire development process in Goodwood was carried out in close collaboration with the MINI plant in Oxford and the BMW Group's development centre in Munich. The special-edition car will be built at the Oxford MINI plant, where the MINI, MINI Clubman and MINI Convertible are also produced for the global market.

Beyond the signature features of the special-edition model, the standard equipment fitted in the MINI INSPIRED BY GOODWOOD also meets the highest expectations of a premium car. Its innovative and high-quality character is underlined by technology including Adaptive Headlights with xenon light, Park Distance Control, automatic climate control, an on-board computer and the MINI Visual Boost Radio audio system including a Harman Kardon hi-fi loudspeaker system.

Twin-scroll turbocharged engine delivers customary MINI driving fun.

The four-cylinder turbocharged engine familiar from the MINI Cooper S ensures that the hallmark MINI driving fun and imposing power reserves are available on tap. The 1.6-litre drive unit – equipped with a turbocharger based on the twin-scroll principle, petrol direct injection and variable valve control – develops 135 kW/184 hp and maximum torque of 240 Newton metres (177 lb-ft), which can be raised to 260 Newton metres (192 lb-ft) for a short time using the Overboost function.

The most efficient engine in its displacement class combines its outstanding power development with exceptionally low fuel consumption and emissions figures. The sprint from 0 to 100 km/h (62 mph) is all over in 7.0 seconds, while fuel consumption in the EU test cycle stands at 5.8 litres per 100 kilometres (48.7 mpg imp) and CO₂ emissions come in at 136 grams per kilometre. As an alternative to the standard six-speed manual gearbox, the MINI INSPIRED BY GOODWOOD can also be ordered as an option with a six-speed automatic.

4. Driving fun in a new dimension: the MINI Rocketman Concept.



The creation of innovative concepts for urban mobility has seen MINI grow into the successful brand we know today. A constant stream of new ideas from its beginnings more than 50 years ago to the present day have ensured that driving fun has continued to grow even though space on our roads has become ever tighter. Underpinning this success has been the creative use of space, a principle that enters new territory with the MINI Rocketman Concept. The concept car, which will be revealed to the Asian public for the first time at the Auto Shanghai 2011, harks back to the classic MINI in terms of its exterior dimensions, while its technology points to the future of automotive design. A 3+1-seater with 3 doors and a length of just over 3 metres (approx. 10 ft.), the MINI Rocketman Concept responds to the fundamental requirements of mobile lifestyles in the big cities of the future by pooling the brand's core values in concentrated form. Ingenious functionality, smile-inducing agility, exceptional efficiency and irresistible design come together into an extraordinarily attractive and groundbreaking, yet typically MINI, subcompact car concept for the premium segment.

Displaying both an awareness of tradition and talent for innovation, the MINI design team developed the vision of a car that takes up impressively little space on the road but boasts an enviably spacious interior. Thus the MINI Rocketman Concept transfers classic brand virtues to a groundbreaking vehicle concept. It offers a fresh interpretation of unmistakable MINI design features, and uses cutting-edge construction and manufacturing technology to create unique solutions in body and interior design.

The innovative character of the study is defined by the systematic application of lightweight design principles and a pure-bred interior geared to maximum driving fun and unbeatable variability. A carbon spaceframe construction, whose striking surface structure is visible at the front end of the car, around its doors and in the interior, forms the basis for a weight-minimising construction. Indeed, the MINI Rocketman Concept offers the ideal platform for achieving outstanding efficiency. Thus the MINI Rocketman Concept is designed to

incorporate an engine with which a further increase in acceleration potential can be achieved with an average fuel consumption of around 3 litres/100 km.

Wide opening doors featuring double hinges and integrated sills permit easier entry into the MINI Rocketman Concept. The lightweight seats are contoured in customary MINI style and can be arranged in a variety of different positions. This allows owners to choose between maximum driving fun two-up, a comfortable amount of room for three occupants, or even an exceptionally efficient division of space accommodating four seats.

The capacity of the luggage compartment can be adapted to passenger requirements just as flexibly. The two-part tailgate consists of one section which is attached to the roof and opens extremely high, and a lower section which extends out of the body in the form of a drawer.

The operating logic of the MINI Rocketman Concept is also geared to the multi-layered demands of a contemporary target group, whose mobility needs are shaped by their desire for driving fun, flexible usage possibilities and extensive connectivity with their lives outside the car. The central control unit can be taken out of the car and configured on a computer before the journey begins to update navigation destinations, the music playlist or contact details for mobile communications.

Body design: hallmark MINI design language in particularly concentrated form.

The MINI Rocketman Concept body is shaped by an avant-garde interpretation of time-honoured brand features. Innovative construction techniques allow the principle used in the classic MINI – of providing the maximum amount of room on the smallest possible footprint – to be carried over to the mobility challenges of urban areas in the 21st century. The MINI Rocketman Concept measures 3.419 metres (approx. 11 ft. 3 in.) in length, adding just a few extra centimetres to the front and rear of the brand's founding father born in 1959. The new study is 1.907 metres (approx. 6 ft. 3 in.) wide, including the exterior mirrors, and stands 1.398 metres (approx. 4 ft. 7 in) tall. Its proportions also display clear symmetries with both the classic MINI and the brand's present-day line-up.

The brand's familiar appearance is therefore concentrated into a new set of dimensions, with the concept for a new vehicle segment remaining unmistakably recognisable as a MINI.

The interpretation of the characteristic MINI design language chosen for the study car also exudes a powerful and dynamic allure. Tightly contoured surfaces, large wheels and a basic form dictated by straight lines help give the MINI Rocketman Concept a resoundingly solid structure. In addition to its telltale proportions, a sprinkling of distinctive design features ensure that its brand affiliation is immediately clear. Large, circular headlights and a radiator grille with chrome surround dominate the front end. While the exterior contours of the headlights fit the familiar visual template, their inner structure has been further developed for the new study. The centrally positioned LED units generating full beam are bordered by an eye-catching light ring for dipped-beam mode. Direction indicators integrated into the headlight units are a feature shared with the current range of series-produced MINI models.

The dimensions of the headlights reflect those of the current MINI, which means they come across as particularly large when set against the smaller face of the study car. As stand-out features of MINI design they symbolise the core values of the brand, which remain reassuringly intact in the new vehicle concept represented by the study.

In the area surrounding the headlights and around the front apron and radiator grille, sections of the carbon spaceframe are visible alongside the painted and chromed surfaces. Its striking surface structure serves as a reminder of the study's innovative construction blueprint.

Powerful silhouette, innovative door concept.

Large wheels and the three-level structural split of body, "wraparound" greenhouse and roof resting on top give the flanks the same appearance as the MINI models already in series production. The windows taper as they extend back towards the rear, emphasising the body's dynamic wedge shape and offering an immediate hint of the vehicle's sporty and agile character. The high waistline, accentuated on the MINI by a chrome frame ringing the vehicle,

takes the form of a light strip on the MINI Rocketman Concept and throws the study's powerful silhouette into even sharper focus.

The study's 18-inch wheels likewise leave no doubt that the sure-footed roadholding and sporty handling properties of a MINI can also play a key role in a car with smaller dimensions. The weight-saving wheels specially developed for the MINI Rocketman Concept have an aerodynamically highly effective, enclosed surface structure. And the carbon wing contour of the directional wheels also helps to reduce drag. An aluminium trim strip on the wheel rim adds an attractive stylistic touch.

Among the car's key design and functionality-related innovations are the two side doors. Their length and the specially designed arrangement of the door sills allow extremely comfortable access to all the seats in the MINI Rocketman Concept. When opened, the doors pivot outwards complete with their sills, enabling the driver and front passenger to climb in right next to their seats and get settled in comfort. Entry to the rear seats is also made much easier by the car's unusual door concept. The carbon spaceframe construction, together with the impressively high torsional stiffness of the underbody structure, allows the arrangement of the side sills to be combined with extremely high body rigidity.

In addition, an extremely sophisticated opening mechanism ensures easy access into the car, even in tight parking spaces. The front-hinged doors have a double-hinge joint, which also allows a large opening angle when space is restricted. The innovative character of this construction element is also evident when the doors are closed, the carbon hinges standing out visibly in form and colour from the rest of the body. The MINI Rocketman Concept thus takes a stylistic cue from the classic MINI, whose exterior-mounted door hinges also went on to become an identifying characteristic.

Projector-style rear lights, transparent and illuminated glass for the roof.

The rear lights of the MINI Rocketman Concept have a trapezoidal stirrup design – into which all the light functions are integrated – and work using projector technology. The lamp assembly projects the rear and braking light

and the light for the direction indicators onto the car body. The high-output LED units used for the lights ensure that even this indirect illumination concept produces the accustomed intensity of light that is necessary for safety.

The roof of the MINI Rocketman Concept also puts on an extraordinary light show. The full-surface glass roof is segmented by illuminated braces to recreate the look of Britain's Union Jack flag. When not illuminated, the longitudinal, horizontal and diagonal braces glow a bright Porcelain White. In darkness the integrated optical fibres give the interior of the MINI Rocketman Concept a pleasantly indirect illumination and, as a result, a more effective nocturnal appearance.

The bright colour of the roof and mirror caps – likewise painted Porcelain White – create an attractive contrast to the Bermuda (a warm shade of grey) of the body. The areas of carbon visible at the front end and around the doors add further striking touches.

Split tailgate with drawer and integrated rear cargo carrier.

The MINI Rocketman Concept also uses creative design and innovative technical solutions to open up new layout options for the luggage area. This enhances the versatility of the existing space and means it can be used more efficiently. The split two-part tailgate consists of one section which is attached to the roof and opens extremely high and a lower section which extends out 350 millimetres from the body in the form of a drawer unit. The drawer represents the further development of the downward-opening tailgate seen on the classic MINI. This construction principle allows room to be made for pieces of luggage and travel items even when the car is carrying four occupants. The MINI Rocketman Concept literally grows as a vehicle when it's time to start loading up the gear.

An intelligent folding mechanism makes it possible to lock the cargo drawer of the MINI Rocketman Concept either higher up or further in towards the passenger compartment, as the loading scenario demands. This allows loads to be transported out of sight and protected from the weather. If required, items can also be loaded through into the passenger compartment. In

addition, the open-top cargo drawer can also serve as a rear luggage carrier. Here, purpose-built inserts make it easier to transport snowboards and other bulky items of sports equipment. Added to which, the glass tailgate, which extends well into the roof, helps to enhance loading flexibility. It is connected with the body via a centrally positioned hinge with integrated gas strut system, which also allows it to be opened when the rear carrier is loaded with gear.

Seat concept: the ideal position for every mobility requirement.

The arrangement of the seats and control elements in the passenger compartment of the MINI Rocketman Concept ensures maximum versatility for the widest possible range of mobility needs. The low-weight seats, which are traditional MINI in form, offer a high level of comfort and optimum lateral support even for sporty drivers. The amount of space for the driver and passengers can be varied as required. Three individual seats slide fore and aft, allowing a high level of comfort with generous head, leg and shoulder room. There is also an additional seat in the rear, whose backrest can be folded down fully to serve as a stowage surface.

Three mobility scenarios have been developed to define the real-life usage possibilities offered by the interior of the study. In a layout designed specially to enhance a sporting driving experience, the MINI Rocketman Concept offers just the right amount of space for the driver and front passenger. The front seats are pushed back as far as possible and the instrument cluster also slides fore and aft to provide the ideal position for a full-blooded driving experience.

If an additional passenger joins the two already on board, the front passenger can move his seat forward again to take a position slightly further forward than the driver. In this configuration, the front passenger's legroom is reduced to standard MINI levels to accommodate an equally generously sized rear seat behind him. The MINI Rocketman Concept also offers a practical solution for travelling with four people. Once the driver has returned both his seat and the instrument cluster to the standard position, a second rear seat allows a fourth person to climb aboard for shorter journeys, at least.

Innovative mix of materials, hallmark MINI design.

The impressive variability of the interior is complemented by a pure-bred design which spotlights both the unmistakable style of the brand and the study car's pioneering technology. The intention behind the selection of materials and interior trim structure was to create a feeling of contemporary functionality and lightness. To this end, the carbon structure of the body frame has been left exposed in the footwells and around the centre console.

A fresh interpretation of customary MINI design features emphasises the further development of the brand's characteristic design language inside the study car as well. The door panels house the door pulls and the stowage compartments, which feature trim elements whose elliptical form reaches past the B-pillar into the rear compartment. As a result, the surface design sets visual signals for the variable spatial concept and the experience shared inside the MINI Rocketman Concept.

Inside the car, leather covers and high-gloss painted surfaces combine with armrests and trim strips made from a special paper that has been pressed and folded into the desired structure. The trim strips are backlit by LED-powered fibre optics. Plus, a light strip that wraps around the interior at waistline height generates a particularly harmonious ambience.

Innovative operating concept: trackball on the steering wheel, 3D-effect graphics in the Centre Speedo.

An operating concept developed for the MINI Rocketman Concept brings together principles from the MINI design handbook, innovative new functions and a pioneering operating system to serve up even greater driving fun over both short and long journeys. A cockpit instrument, positioned above the steering wheel and therefore directly in the driver's field of view, houses the rev counter and on-board computer display. The large-format Centre Speedo with peripheral speedometer and multifunctional colour display also adheres to the system logic familiar from the current range of series-produced MINI cars as far as display arrangement is concerned. The development of the rigorously applied display/control element separation principle, meanwhile, has been taken to the next level.

In addition to multifunction buttons on the steering wheel, the current MINI also has a joystick on the centre console for operating vehicle-related, navigation, entertainment and communications functions. By contrast, the MINI Rocketman Concept concentrates all the control elements on the steering wheel. This reflects an ongoing commitment to the concept of simple and intuitive operation, and means that the driver can operate more functions than ever while keeping both hands on the steering wheel at all times.

A press of the thumb on the relevant multifunction buttons on the left-hand steering wheel spoke is all that is required to use front-line controls such as the volume for the audio system and the call pick-up function for incoming telephone calls. In addition, a trackball is integrated into the right-hand steering wheel spoke. Inspired by computer operating, this element allows the driver to control an impressively wide range of processes. For example, to navigate through the menu levels the driver turns the trackball horizontally, while vertical movements allow him to scroll up and down lists. The driver then selects the desired function with a press of the trackball. With selected functions such as in-car internet, the driver uses his thumb to move the cursor around the display in any direction.

The graphics in the colour display of the Centre Speedo are more diverse, higher quality and sharper than ever. High-resolution 3D-effect graphics open up new possibilities in the need-based selection of functions using the trackball and display. According on the driver's preference and the driving situation, particularly relevant displays and alerts are moved into the foreground, while the remaining status displays remain visible on a display level further back. This makes it significantly easier to move quickly and intuitively between the navigation map display, music programme selection and telephone contacts list.

Flawless connectivity and new ways of personalising the car configuration.

The navigation, communication and entertainment systems featured in the MINI Rocketman Concept represent a consistent further development of the functions now already offered by MINI Connected on current series

production vehicles. Intelligent connectivity turns the car into a mobile element of the driver's personal lifestyle. Internet-based services for communications, integrated navigation and an almost limitlessly expandable entertainment programme play a key role in maximising driving fun, comfort and safety. Thanks to the control elements developed exclusively for the MINI Rocketman Concept, the possibilities for the individualised use of these functions have reached a new level. The removable control unit (for comfort and connectivity functions) integrated into the Centre Speedo can be configured on a computer before the start of a journey, enabling the driver to transfer new music files, a navigation destination and contact details for mobile communications and internet usage into the vehicle with maximum convenience.

These innovative control systems allow driving fun in a MINI to become an integrated component of the driver's personal lifestyle more than ever. Indeed, information, images, data, contacts and media can be made available in digital form for mobile usage anywhere – at home, at the workplace or while on the move. Known as the MINI Rocketman Concept Seed, the mobile control unit stores telephone numbers and email contacts, as well as navigation data, internet addresses and full websites or messages from online social networks, music files, photos and videos. This provides a direct route into the MINI for additional sources of driving fun in the shape of new destinations, important contacts, up-to-date information, exciting sounds and powerful images. In the opposite direction, this extended connectivity can also enrich everyday life outside the car; for example, new contact details from telephone calls or online connections can also be made available outside the car via the MINI Rocketman Concept.

**MINI Rocketman Concept: compact dimensions, new format,
the usual driving fun.**

The MINI Rocketman Concept once again brings the traditional principles of the classic MINI onto the road through the introduction of innovative ideas. The creativity of the MINI design team enables them to transfer fundamental MINI features and values into a groundbreaking new vehicle concept in untarnished form. As a vision of the urban mobility of tomorrow, the MINI Rocketman Concept captures the imagination with its unflappable

charisma, surprising variability and lifestyle-oriented functionality, and provides the ideal platform for agile and efficient driving characteristics.

While the study showcases a new format, MINI still remains true to its bloodline. More than 50 years ago the brand's first car triggered a revolution in the small car segment. The classic MINI met the needs of urban mobility more comprehensively than any other vehicle before it, while at the same time offering the driving fun and individual style that sealed its legendary status. Today MINI continues to fulfil – in its own unique way – the desires of demanding target groups with a sense for the creative use of space, inspiring handling and premium quality. The MINI Rocketman Concept gives a glimpse into a future combination of these features. Using innovative technology and creative solutions, the study reflects the brand's unsurpassed expertise in the development of vehicle concepts that provide maximum interior versatility within minimal exterior dimensions – and all while delivering unbeatable driving fun.



5. Exclusive, individual, unmistakable: Asian premiere of MINI Yours and Chinese premiere of the MINI Clubman Hampton.

As a pioneer and one-off in the premium small car segment, MINI offers an options range unmatched in its variety to allow customers to configure their car exactly how they desire. Buyers can choose from a large selection of exterior paint finishes, light-alloy wheels, upholstery variants, interior trim and Colour Lines, MINI-specific options such as mirror caps and graphics, and numerous other optional extras and accessories, to make every MINI a one-off creation designed in detail to reflect their own individual style. From spring 2011 MINI will open up another new avenue for the ultra-stylish customisation of the brand's cars. The MINI Yours range of products will feature exclusive design options delivered from the factory for the exterior and interior of the current range of MINI models. Among the features of the MINI Yours range are unusual paint finishes, upholstery variants and interior colours, stylishly configured equipment packages and limited editions based on the now four model series in the MINI family.

Individuality with style: colours, materials and decorative elements set concise accents.

The MINI Yours range will initially include the two exterior paint finishes Highclass Grey metallic and Laguna Green metallic. Customers can then add some neat flourishes with MINI Yours Tattoo Funky and MINI Yours Tattoo Glorious graphics and colour schemes made up of white, grey and black. The 17-inch light-alloy wheels in Twin Blade Spoke design can also be given an individual stylistic touch with a white trim ring on the wheel rim. Elsewhere, an innovative film application lends the mirror caps in Soda Mirror design a fascinating hologram effect.

For the interior, the MINI Yours range contains items such as Lounge Leather seats in the colour variant Satellite Grey with Highclass Grey and a stylish crown pattern matching the trim strip on the instrument panel. Full Walknappa leather trim is also available for the instrument panel. The upper section of the panel is black and – depending on the seat upholstery – the centre section is Polar Beige or Satellite Grey. This colour variant is also available for the Colour

Line. To match these options, there is a leather gearshift lever gaiter with contrasting stitching in Polar Beige or Satellite Grey and a two-tone leather steering wheel with matching colour scheme for the hub.

Exclusive paint finishes, unique interior design:

MINI Clubman Hampton.

An exclusive variant of the MINI Clubman takes centre stage for the premiere of MINI Yours. The MINI Clubman Hampton special-edition model embodies the character of MINI Yours – underpinned by uncompromising premium quality and brand-specific design cues – in a highly concentrated form. Its design features reference both the brand's British heritage and the special edition's unique designation, inspired by the southwest London suburb. At the same time, the first limited-edition variant of the MINI Clubman continues a tradition established by successful editions of earlier models. For example, the Park Lane, Seven, Checkmate and Sidewalk editions of the MINI offered customers particularly neat ways to satisfy their desire for exclusive configurations.

The MINI Clubman Hampton is painted in the Reef Blue metallic shade developed specially for this model. The roof and surrounds for the special edition's rear doors are silver, as are the wheels and Colour Line. The exterior colours Pepper White, Midnight Black and Eclipse Grey can be specified as an option, while Black and Reef Blue are available as contrast colours for the roof and C-pillars. The light-alloy wheels in Twin Blade Spoke design can be ordered in silver or black with a dark red trim ring. The headlights come with black reflectors if the optional Xenon units are specified. A logo on the B-pillar and "Hampton" lettering on the side indicator surrounds and radiator grille provide subtle references to the car's exclusive status.

The "MINI 50 Hampton" lettering on the door entry strips recalls the introduction five decades ago of an additional body variant of the classic MINI, which today ranks as the historic predecessor of the MINI Clubman.

Unmistakable and in a limited run.

The interior of the MINI Clubman Hampton also boasts a very distinctive style. An "H" on the seat tags, red edging and orange contrast stitching are the identifying features of the black Lounge Leather seats. The anthracite-

coloured roof liner, the likewise anthracite dials of the rev counter and the speedometer on the Centre Speedo also contribute to the model's special ambience. The Centre Speedo is bordered by a trim ring in matt dark red, like that on the wheels. Moreover, the Chilli Package is included in the range of options available for the MINI Clubman Hampton. It comprises, inter alia, a leather-clad sports steering wheel, fog lamps, automatic climate control, an onboard computer, a lights package, a storage package and specific velour foot mats in the design style of the edition model.

The exclusive edition will be available on the Chinese automotive market in the MINI Cooper Clubman and MINI Cooper S Clubman versions. Production of the MINI Clubman Hampton will be limited to one year.

6. New trends, unmistakable style: The MINI Collection.



MINI has always been more than a car. MINI is a way of life and the expression of a certain "Britishness" that mixes rebellion with a keen sense of heritage. It was more than 50 years ago that the first model of the legendary automobile rolled out of the factory. Since then the brand has thrilled car enthusiasts and fans of a cultivated drivestyle around the globe. Today MINI is more alive than ever and presents a wide-ranging collection of textiles and accessories which, with their Brit Chic look, will appeal not only to inveterate fans. In keeping with the MINI Collection motto "Go your own way" the brand has lined up some reliable companions for the road, wherever your journey may take you. It goes without saying that the collection features unique designs and high-quality materials.

The MINI textile collection as a stylish homage to Cool Britannia.

The Union Jack, badges and pins defined the image of numerous subcultures. Whether mods, rockers or punks, they all gave their outfits an individual look. In its latest collection, MINI offers authentic "his" and "hers" textiles and accessories in cool UK style, with high-quality materials making for pleasantly comfortable wear.

The MINI Collection is set to rock every outfit, with the details making each item a real eye-catcher – whether it's a Union Jack, badges, bonnet stripes or "MINI Rocks" motifs. The collection includes casual jackets that can be worn as sports jackets or elegant blazers. Then there is the popular college look, ready to cut a dash beyond the campus too. A range of long sleeves, polo shirts and T-shirts have been refined with typical MINI Brit Chic, while accessories such as caps round off the range with hallmark British understatement.

On tour with MINI luggage highlights.

Whether on a business or leisure trip, frequent travellers need reliable companions. Along with its cars, MINI provides the best possible support for people on the move. Indeed, the key principle of "Creative Use of Space" is also borne out in the practical luggage solutions included in the MINI Lifestyle Collection.

They meet every travel need, with functionality and stylishness guaranteed in true MINI fashion.

The sturdy MINI hard-shell suitcases from the “Rooftop” range will take any punishment, and the trolleys come in a cool Union Jack or Racing Stripes look. The MINI Travel Bag Tag – a luggage tag with a metal fastener – complements this all-round no-worry package for any trip. With the “Black Jack” line MINI delivers a comprehensive range of luggage with a design distinguished by a classy black finish and tone-in-tone Union Jack motif. This luggage line ranges from trolley to briefcase, duffle bag to shoulder bag, and wash kit to wallet. For the “Shout” accessories line, meanwhile, MINI has delved deep into its historic picture archives. The bags and wallets are compelling with their black-and-white MINI retro motifs that recall the legendary past of the brand.

The MINI Lifestyle Collection is available on the internet at www.mini.com/shop and from select MINI Dealers. Printable photo material is available from the BMW Group Press Club at www.press.bmwgroup.com.