

UNDER EMBARGO TILL 8.00PM

Media Information

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The MINI Coupé: A recipe for unbridled driving fun

Singapore. MINI Asia today launches the MINI Coupé, a new two-seater model to the MINI family that is geared squarely to maximizing driving fun.

In sync with the daring, adventurous nature of the MINI Coupé, the launch sees the MINI Habitat transform into a larger than life action-packed comic book complete with alien invasions, laser gun-wielding special agents and pure wall-smashing fun.

“The launch couldn’t have been more apt in emphasizing the dexterity of the MINI Coupé which allows it to evade every possible reel danger hurled at it. In real life, the MINI Coupé enables its driver with a level of agility unmatched in the small car segment,” said Mr Neil Fiorentinos, Managing Director of BMW Group Asia.

The selection of engines, chassis set-up, weight distribution and aerodynamic properties of the MINI Coupé are all focused on delivering optimum performance. As a result, the new car radiates the brand’s hallmark go-kart feeling with a whole new depth of intensity and achieves the best performance statistics ever recorded by a volume-produced MINI.

“The car is further matched with a unique body and interior concept built at a premium level in terms of its design, quality, equipment and individualization. Not only does this two-seater breathe a new life into MINI’s successful racing history, it’s also a major boost to the super-compact sports car class,” added Mr Fiorentinos.

The MINI Coupé is the brand’s first model to adopt a three-box body structure with a strikingly stepped rear end. Its distinctive lines are expressed in the customary MINI design language and combine with unmistakable styling features. All of which accurately showcases both the new model’s distinctive characteristics and its brand identity. Its flat silhouette and innovative “helmet roof” lend the MINI Coupé a sporty and individual allure. In addition to the integral roof spoiler, an active rear spoiler optimises airflow at higher speeds.

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Inside the car, the two-seater concept is emphasised by features such as oval recesses in the roof liner. With its extremely high-opening tailgate and large luggage area with through-loading facility, the MINI Coupé displays outstanding versatility in day-to-day driving, when transporting leisure items or sports gear, and on trips out with a lucky partner.

The MINI Coupé can be ordered with the most powerful petrol engine in the brand's arsenal. Outputs range from the 120 hp of the MINI Cooper Coupé, to the MINI Cooper S Coupé (184 hp), all the way up to the MINI John Cooper Works Coupé, a thoroughbred athlete producing 211 hp.

A level of chassis quality unmatched in the small car segment gives the new MINI model the handling flair you would expect from the brand. The precise Electric Power Steering, the standard-fitted DSC stability control system, powerful brakes and measures designed specifically to optimise torsional rigidity ensure the MINI Coupé driver can enjoy the ultimate in go-kart feeling.

The striking roof of the MINI Coupé is painted in a contrasting colour as standard, while the options list includes a new interpretation of the MINI Sport stripes. An extended selection of seat variants, door trim, trim strips and Colour Lines can be specified for the interior. Standard equipment of the MINI Coupé includes; automatic air conditioning, speed-sensitive power steering, electrically adjustable and folding exterior mirrors, Park Distance Control, Sports leather steering wheel with gear shift paddles, sports seats for driver and front passenger, Chrome Line Interior, Comfort access system, an audio system with MP3-compatible CD player and AUX IN connection, USB Audio Interface and Bluetooth hands free.

Further, the MINI Cooper S Coupé comes with various standard equipment including; Xenon light, Sport Button, Radio MINI Visual Boost with 6.5" liquid-crystal display, Harman Kardon HiFi Loudspeaker system, sports suspension and MINI Yours Light-alloy wheels Twin Blade Spoke with runflat tyres.

An array of high-quality options enhance the comfort and individuality of the MINI Coupé. Plus, customers can also dip into the exclusive MINI Yours range of products, as well as options and accessories with a strong sporting flavour from John Cooper Works.

Unique character, individual design, hallmark MINI design language.

The MINI Coupé brings a fascinatingly unique character to its market segment and the MINI model family alike. Its body design is based on a faithful interpretation of MINI design and places a clear emphasis on the brand's sporting genes. Plus, it features a number of eye-catching individual touches which amount to rather more than model-specific details. At the same time, though, the Coupé remains unmistakably a MINI. A combination of taut, athletic surfaces, harmonious curves and parallel lines confirms the allegiance of its design language to the cornerstones of MINI design. Indeed, the appearance of the MINI Coupé is also defined by its powerful over-the-wheel stance. And then there are unique design features exclusive to MINI, such as the hexagonal contours of the radiator grille, the black border around the lower part of the body, a host of chrome strips and surrounds and the large circular headlights with integrated direction indicators. The headlights, like the vertically stacked rear lights positioned on the outer extremes of the rear end, are integrated like "islands" into the body. The positioning lights and foglamps located in the front apron and the surrounds of the side indicators on the front side panels are among the design elements whose origins can be traced back to the classic Mini of the 1950s.

At the same time, however, the Coupé also breaks the mould – as the first MINI to adopt a three-box body structure. Unlike the MINI, the MINI Clubman and the MINI Convertible, the MINI Coupé is divided into three distinct segments: engine compartment, passenger compartment and boot. This structure broadens the MINI Coupé's spectrum of geometric forms and helps to create a classic and very distinctive gran turismo-style rear end, particularly when viewed from the side.

The exterior dimensions of the MINI Coupé give it very sporty proportions and a low, forward-thrusting profile. The two-seater measures 3,734 millimetres (MINI Cooper Coupé: 3,728 millimetres) in length, 1,683 millimetres in width and 1,384 millimetres (MINI Cooper Coupé: 1,378 millimetres) in height. In other words, while the overall length, width and wheelbase (2,467 millimetres) are almost identical to the measurements of the MINI, the car's overall height has been lowered by as much as 52 millimetres.

MINI Cooper Coupé: high in energy, low in CO₂.

The new member of the MINI family displays an infectious spirit and verve – even in entry-level form. The four-cylinder petrol engine in the MINI Cooper Coupé produces 120 hp



from its 1.6-litre displacement, reaching this maximum output at 6,000 rpm. Peak torque of 155 Newton metres is on tap at 4,250 rpm. The secret behind the engine's lightning-fast response to every movement of the accelerator pedal lies primarily in the fully variable valve management system unique in the MINI segment. This throttle-free load control technology is based on the VALVETRONIC system found in BMW engines and optimises both the engine's responsiveness and its fuel consumption and emissions.

The MINI Cooper Coupé uses this instantaneous pulling power to deliver impressive acceleration and races from rest to the 100 km/h mark in just 10.3 seconds. Its top speed stands at 198 km/h. This performance contrasts with average fuel consumption in the EU test cycle of 6.7 litres per 100 km and CO₂ emissions of 156 grams per kilometre.

MINI Cooper S Coupé: unbeatable efficiency, intoxicating driving fun.

The likewise 1.6-litre power unit under the bonnet of the MINI Cooper S Coupé comes with fully variable valve management as part of a package of technology which also features a twin-scroll turbocharger and petrol direct injection. This construction leads to instantaneous development of charge pressure. Meanwhile, direct injection allows extremely precise amounts of fuel to be fed into the cylinders, promoting clean and efficient combustion. The combination of turbocharging, direct injection and variable valve management produces maximum output of 184 hp at 5,500 rpm and makes the four-cylinder unit in the MINI Cooper S Coupé the world's most efficient engine in its displacement class.

Maximum torque of 240 Newton metres is on tap as low down as 1,600 rpm, and can be raised to 260 Newton metres for a short time using the overboost. This function serves up additional pulling power to ensure particularly dynamic acceleration. The MINI Cooper S Coupé dashes from 0 to 100 km/h in just 7.1 seconds, and its top speed stands at 224 km/h. These performance figures team up with average fuel consumption in the EU test cycle of 6.7 litres per 100 km and CO₂ emissions of 155 grams per kilometre.

The ultimate in go-kart feeling.

The suspension system effortlessly translates the power of the MINI Coupé engines into a fun-filled and agile driving experience. The combination of this suspension technology



and the brand's customary front-wheel drive allows the MINI Coupé to provide the most intensive expression yet of the trademark MINI driving experience, or go-kart feeling. Using top-quality components and a design that draws on the outstanding engineering expertise of the BMW Group, the MINI range offers suspension quality that is unique in this segment. Indeed, the technology was developed independently and exclusively for MINI.

MacPherson strut front suspension provides excellent wheel location, while the sophisticated kinematics of the multi-link rear suspension maintain optimal road grip at all times. The longitudinal control arms are made of aluminium, which cuts down on weight. Anti-roll bars reduce body roll to a minimum and make their own contribution to safety and agility. The suspension components have been meticulously adapted to the sporty personality and specific weight balance of the MINI Coupé and the body calibration on all model versions emphasises their sparkling handling characteristics. The optional sports suspension has firmer damper settings and comes with sturdier anti-roll bars front and rear. For a "hard-core" racing experience, the accessories range offers John Cooper Works suspension, with a 10 mm drop in ride height, ultra-firm damping and anti-roll bars whose diameter is even larger than on the sports suspension package.

Electric Power Steering (EPS) gives the MINI Coupé outstanding directional control in all situations. The level of power assistance is graded according to the speed of the car while the use of an electric motor further enhances its efficiency.

The MINI Coupé's Electric Power Steering is also available with variable power assist levels. A Sport button on the centre console, standard in the case of the MINI John Cooper Works Coupé and optionally available for all other model versions, allows the driver to choose between the basic power assist level and a second mode designed to support a more performance-minded driving style. This second mode requires more steering input but also provides more responsive steering feel. Simultaneously, pressing the Sport button also alters the response characteristics of the accelerator – which immediately delivers sharper, sportier reactions – and, if the optional six-speed automatic gearbox is specified, prompts shorter shift times.



Stiff body, ideal weight balance.

The MINI Coupé is equipped with extra bodysheath stiffening at the rear, which means that the overall torsional rigidity of the body is even higher than on the MINI. In conjunction with the extra-sturdy side sills, this optimises the occupant protection provided by the strong passenger cell. At the same time the high level of body stiffness on the MINI Coupé also enhances agility and precise handling control.

At the front of the vehicle, too, there are special body stiffening measures, along with innovative features to improve pedestrian protection. The resulting weight distribution has major benefits for vehicle dynamics. The slight increase in front axle load rating compared with the MINI increases traction at the front wheels and helps to ensure that the engine power is effortlessly translated into sporty acceleration.

The range of safety equipment fitted as standard includes front airbags and head-thorax airbags, which are integrated into the sides of the seat backrests and protect the head, upper body and hip area from injury in the event of a side-on impact. Added to which, both seats come with three-point inertial reel seat belts including belt force limiters and belt tensioners. The MINI Coupé is also equipped with a Tyre Defect Indicator as standard.

Both the MINI Cooper Coupé and the MINI Cooper S Coupé will be available at the MINI Habitat from 16 November 2011, while the MINI John Cooper Works Coupé is slated to arrive in 2012.

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Additional information enclosed:

1. The MINI Coupé price list.
2. The MINI Coupé variants and specifications.

About MINI in Asia

MINI is headquartered and manufactured in Oxford, UK and is a brand of BMW Group. In East Asia, this iconic car is sold in New Caledonia, Philippines, Singapore and Tahiti. The full range of MINI is available in these market – MINI One, MINI Cooper, MINI Cooper S, MINI Cabriolet, MINI Clubman and MINI John Cooper Works.

For more information: www.mini.com.sg.



About BMW Group

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 25 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

During the financial year 2010, the BMW Group sold 1.46 million cars and more than 110,000 motorcycles worldwide. The profit before tax for 2010 was euro 4.8 billion on revenues amounting to euro 60.5 billion. At 31 December 2010, the BMW Group had a workforce of approximately 95,500 employees.

The success of the BMW Group has always been built on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the seventh consecutive years.

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1. MINI Coupé price list.

Model	Retail price (at press time)
MINI Cooper Coupé	S\$155,800
MINI Cooper S Coupé	S\$179,800
MINI John Cooper Works Coupé	S\$203,800

- Warranty: 3 years unlimited or 90,000 km, whichever comes earlier
- Prices and equipment are accurate at press time. These are subject to change without prior notice.
- Package price includes 1st year road tax, number plates, in-vehicle unit (IU), registration fees, GST and Certificate of Entitlement (COE).

2. The MINI Coupé specifications.

MINI Cooper Coupé (AT)

Four-cylinder in-line engine with VALVETRONIC.

Capacity: 1,598cc, max output: 120 hp at 6,000 rpm

Max torque: 155 Nm from 4,250 rpm

Acceleration: 0-100 km/h in 10.3 seconds

Top speed: 198 km/h

Average fuel consumption to the EU standard: 6.7 ltr/100km

CO₂ emissions to the EU standard: 156 g/km

full compliance with the EU5 emission standard.

MINI Cooper S Coupé (AT)

Four-cylinder in-line engine with twin-scroll turbocharger with direct injection and VALVETRONIC.

Capacity: 1,598cc, max output: 184 hp at 5,500 rpm

Max torque: 240 Nm from 1,600-5,000 rpm (with overboost at 260Nm at 1,730 – 4,500 rpm)

Acceleration: 0-100 km/h in 7.1 seconds

Top speed: 224 km/h

Average fuel consumption to the EU standard: 6.7 ltr/100km

CO₂ emissions to the EU standard: 155 g/km,

full compliance with the EU5 emission standard.

MINI John Cooper Works Coupé (MT)

Four-cylinder in-line engine with twin-scroll turbocharger with direct injection and technological details from motorsport.

Capacity: 1,598cc, max output: 211 hp at 6,000 rpm

Max torque: 260 Nm from 1,850-5,600 rpm (with overboost at 280Nm at 2,000 – 5,100 rpm)

Acceleration: 0-100 km/h in 6.4 seconds

Top speed: 240 km/h

Average fuel consumption to the EU standard: 7.1 ltr/100km

CO₂ emissions to the EU standard: 165 g/km.