



Media Information

January 27, 2012

MINI Countryman makes its debut in Indonesia.

Jakarta. BMW Group Indonesia introduced the latest model in the MINI family, MINI Countryman, in a media briefing today. This is the first model in the MINI range with four doors and a wide-opening tailgate, combined with increased ground clearance and a raised seating position.

“MINI Countryman still offers the same driving thrills that put a grin on your face the way that all MINIs do,” said Ramesh Divyanathan, President Director of BMW Group Indonesia. “And the model also brings new level of space and versatility to the range that will attract customers in Indonesia who are new to the MINI brand.”

MINI Countryman bridges the gap between the classic MINI concept and a Sports Activity Vehicle, providing the unique driving excitement so typical of MINI to new target groups desiring extra space and flexibility. MINI Countryman also offers the best possible passenger safety, having received a rating of 5 stars in the Euro NCAP crash test.

The MINI Countryman expresses the defining virtues of the brand in terms of design, premium quality, handling, efficiency and the scope for customization – and does so in an absorbingly individual way.

The interior of the MINI Countryman is in keeping with the brand’s familiar style but boasts a selection of new design and functional elements. The slightly raised seating position allows easy entry, optimizes the driver’s view over the road and reinforces the powerful character of the new model.

The MINI Countryman will be available with two gasoline engines. All the drive units are sourced from a new generation of engines optimized using the BMW Group's development expertise.

The output ranges from 120 hp in the MINI Cooper Countryman to 184 hp in the MINI Cooper S Countryman. With its twin-scroll turbocharger and direct injection now complemented by fully variable valve management, the 1.6-liter four-cylinder petrol engine in the range-topping model, MINI Cooper S Countryman, offers by far the best balance between output and fuel consumption in its displacement class. The engine is equipped with six-speed automatic transmission with Steptronic.

MINI Cooper Countryman

The front-end of the MINI Cooper Countryman is characterized by three horizontal Silver grille slats, creating a free-floating impression. The exterior body is accentuated with chrome lines to give a striking presence. The model features roof in body color, roof rails, electrical glass roof and mirror cap in body color.

Exterior options include the range of non-metallic colors of Pure Red, Bright Yellow, Light Coffee, Surf Blue and Light White.

The model comes as standard with five seats, equipped with central armrest. The rear seats can be moved forwards and backwards individually or in a 60 : 40 split; the angle of the backrests can be adjusted and the backrests can be folded down either individually or in a 40 : 20 : 40 split, all of which allows luggage capacity to be increased from 350 liters to a maximum 1,170 liters.

Sport seats for driver and front passenger, sports leather steering wheel with gearshift paddles and multifunction steering wheel with cruise control and sport button are featured in the interior. The seats are exceedingly stylish with a cloth/leather combination with Parallel Lines in Carbon Black/Light Tobacco or Carbon Black/Pure Red, with Colour Line options Carbon Black, Dark Tobacco, Polar Beige, Pure Red or Surf Blue. The interior color comes with Polar Beige or Dark Tobacco, while the interior surface offers Dark Silver or Piano Black.

The entertainment and communication system in MINI Cooper Countryman features Radio MINI Boost CD, as well as Bluetooth hands-free with USB interface.

MINI Cooper S Countryman

MINI Cooper S Countryman's front-end highlight hexagonal grille design is in black, and can also be identified by an additional air intake integrated into the grille and ventilation inlets for the brakes.

The exterior body features white or black stripes on engine compartment, black or white roof with matching mirror cap, electric glass roof, chrome lines, black headlights, bi-xenon lights, rear spoiler and 18 inch light alloy wheel 5 star double spoke Light Anthracite with Run-flat tires .

A wide range of exclusive metallic colors are available, ranging from Oxford Green, Crystal Silver, True Blue, Absolute Black, Royal Grey and Cosmic Blue. Non-metallic paintwork is also available for this model.

MINI Cooper S Countryman comes standard with two separate rear seats. The model also features the MINI two-part Center Rail that runs lengthwise through the middle of the interior in place of a conventional center console and opens up new ways of integrating storage boxes, cup holders, external audio devices, mobile phones and other comfort-enhancing elements.

Clip-in fixtures have a flexible range of positioning that allow the storage area to be divided up as desired and items to be kept close at hand at all times. Additionally, the two-part Center Rail creates an unconventional visual and functional connection between the front and rear compartments.

The interior also features sports seats for driver and front passenger, sports leather steering wheel with gearshift paddles and multifunction steering wheel with cruise control and light package.

The seats are covered with Leather Lounge with color options of Carbon Black or Light Coffee but also Leather Gravity in Polar Beige. The interior color comes with Polar Beige or Dark Tobacco, while the interior surface is Black Checkered.

MINI Cooper S Countryman features high-quality audio from Harman Kardon Hi-Fi Soundsystem, Radio MINI Visual Boost with MINI Connected, Bluetooth hands-free with USB interface and voice control.

MINI Connected

MINI Connected now gives Apple iPhone users access to innovative functions designed to enhance driving fun, entertainment and social networking. MINI has once again taken the lead in the intelligent link-up of the car with the outside world. It will allow users to send posts while on the move via online social networks Facebook and Twitter. With the Dynamic Music function, meanwhile, every journey in the MINI can be enjoyed to the soundtrack of specially arranged songs, whose rhythm and sound volume adjust to the driving style at any one time.

Additionally, MINI now has Driving Excitement which adds to the total spirited driving experience. A condition check initially informs the driver of the engine temperature, fuel level, and outside driving conditions. Then, a Digital Sports Instrument shows the actual horsepower and torque being used. The driver can also select the Force Meter, to show the directional G-forces during enthusiastic cornering, accelerating, and braking. The system allows all this without distracting the driver from the road.

MINI Countryman also features the highest standard safety equipment, including DTC (Dynamic Traction Control) and DSC (Dynamic Stability Control) that comprises ABS anti-lock brakes, Electronic Brake Force Distribution (EBD), Cornering Brake Control (CBC), Brake Assist and Hill Assist. The models are also equipped with 6 airbags as standard.

All MINI vehicles purchased through Maxindo, the Exclusive Partner for MINI in Indonesia, will come with MINI Service Inclusive, offering a five-year or up to 70,000 km free regular maintenance and two-year warranty without mileage

limitation. The after-sales service is supported by fully trained service advisors and mechanics at a state-of-the-art workshop.

Model	MINI Cooper Countryman
Engine	4 cylinder inline Petrol
Capacity - CC	1,598
Power - HP/RPM	120/6,000
Torque – Nm/RPM	160/4,250
Acceleration	
0-100km/h – Second	11.6
Fuel consumption km/l	13.2
CO ₂ emission – g/km	177
Price off the road Jakarta	Rp. 579.000.000

Model	MINI Cooper S Countryman
Engine	4 cylinder inline Petrol Twin scroll turbocharger, Direct fuel injection
Capacity - CC	1,598
Power - HP/RPM	184/5,500
Torque – Nm/RPM	240/1,600-5,000 (Overboost: 260Nm/1,700-4,500)
Acceleration	
0-100km/h – Second	7.9
Fuel consumption km/l	13.3
CO ₂ emission – g/km	175
Price off the road Jakarta	Rp. 659.000.000

Information on MINI in Indonesia

Website : www.mini.co.id

Facebook: MINI.Indonesia

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PT MAXINDO INTERNATIONAL NUSANTARA INDAH

Tel. +62 21 3510888 or email sales@nusantara-mini.co.id

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The BMW Group

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI, Husqvarna Motorcycles 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.

In 2011, the BMW Group sold about 1.67 million cars and more than 113,000 motorcycles worldwide. The profit before tax for the financial year 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 last seven years.

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BMW Group Indonesia

BMW Group Indonesia is a wholly-owned subsidiary of Munich-based Bayerische Motoren Werke (BMW) AG in Germany. The establishment of this subsidiary in April 2001 reflects the BMW Group's confidence in the long-term future of Indonesia. BMW Indonesia Group activities cover the wholesale of BMW and MINI cars, spare parts and accessories, as well as the overall planning of sales, marketing, after-sales, and related activities in Indonesia. Its dealership network covers 15 new car dealers spread out in various cities in Indonesia. Selected models of the 3 Series, 5 Series and X1 compact SAV are assembled in Indonesia by a local partner.

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For further information please contact:

Corporate Communications Department

Helena Abidin

Tel: +62 -21- 2992 3003

Mobile: +62-816-968 450

Email: maria.h.abidin@bmw.co.id

Roberto Sumabrata

Corporate Communications

Tel : +62-21-2992 3009 ext 21724

Mobile : +62-818-306 307

Email : roberto.sumabrata@bmw.co.id