

Media Information

12 April 2012

The MINI Roadster: Spontaneous, open, irresistible.

Singapore. MINI Asia today launches the new MINI Roadster, the first open-top two-seater in the brand's history, which will be retailing at MINI Habitat.

This sixth model in the British premium carmaker's line up comes in the form of a compact roadster that is packed with powerful engines, sophisticated chassis technology, model-specific tuning, and bears the same characteristic MINI go-kart feeling so typical of the brand.

"In true MINI style, the new MINI Roadster is the first small premium car of its kind that comes with an irresistible open-top two-seater design. Coupled with inspiring handling, powerful engines and sophisticated chassis technology, the new MINI Roadster will appeal to a targeted group with a penchant for elegant sportiness," said Neil Fiorentinos, Managing Director of BMW Group Asia.

The MINI Roadster's classical soft-top roof, which can be opened and closed quickly and easily, ensures open-air driving pleasure is there to be lapped up at every opportunity. When it comes to optimizing occupant protection the MINI Roadster is fitted with a pair of roll-over bars behind the seats. And whether the roof is open or closed, the driver and passenger have a 240-litre load compartment at their disposal. The wide through-loading facility into the passenger compartment provides an additional dose of practicality.

The MINI Roadster further comes standard with a manually-operated soft-top roof (a semi-automatic roof is optionally available) that offers spontaneous, rapid opening and closing.

"Now, the driver can easily satisfy his next urge for an open-top driving pleasure by simply turning the release level on the windscreen frame and swiveling the soft-top back behind the seats within a matter of seconds," added Mr Fiorentinos. "Further, the sophisticated structure of the roof boasts outstanding soundproofing and heat insulation which enables the MINI Roadster to be enjoyed at all times of the year".

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Design: classical roadster lines, hallmark MINI design language.

The faithful reproduction of the hallmark MINI design language within the proportions of a roadster gives the open-top two-seater an unmistakable and irresistible charisma. Even with the roof closed the MINI Roadster displays an elegant, sweeping silhouette, with the transition from soft-top to rear end highlighting its characteristic three-box design particularly clearly. Characteristic MINI design features leave little doubt as to the brand identity of the new model.

Engines: impressive power, exemplary efficiency.

The MINI Roadster will be available with a choice of three powerful – yet also highly efficient petrol engines from launch. The model line-up includes from the MINI Cooper Roadster (122hp), via the MINI Cooper S Roadster (184hp), and the sharpest performer of all, the 211 hp MINI John Cooper Works Roadster.

Chassis: agility and precision ensure unbeatable driving fun.

Teaming up with the powerful engines and customary MINI front-wheel drive, chassis technology of a quality unparalleled in the small car segment and tuned especially for the MINI Roadster imbues the new model with the brand's hallmark driving fun. Electric Power Steering with speed-sensitive power assistance comes as standard, as does DSC (Dynamic Stability Control), while Dynamic Traction Control (DTC) with Electronic Differential Lock Control (EDLC) – standard on the MINI John Cooper Works Roadster, optional on all other models – adds even greater assurance on slippery surfaces and additional sports performance under dynamic cornering.

Optimised weight balance and aerodynamic properties.

A torsionally rigid body (complete with special strengthening elements) and low centre of gravity enhance both the handling agility and safety of the MINI Roadster. Meanwhile, front and head-thorax airbags, an extremely rigid windscreen frame and polished stainless steel roll-over bars fixed to the body join forces in the name of occupant protection. The aerodynamic balance of the MINI Roadster is optimized by an active rear spoiler, which extends automatically once the car reaches a speed of 80km/h.



High-quality standard equipment, broad scope for individualization.

The MINI Roadster underlines its premium character with a high-quality range of standard equipment, including automatic air conditioning, electrically adjustable exterior mirrors, Comfort Access, Park Distance Control, height-adjustable seats and an audio system with MP3-compatible CD player, USB connection and Bluetooth. Levels of comfort and individuality can be further enhanced by specifying attractive options such as Recaro sport seats, MINI Visual Boost with 6.5" LCD screen (standard on MINI Cooper S Roadster and MINI John Cooper Works Roadster) and the Always Open Timer.

Made in England: MINI Roadster built at MINI Plant Oxford.

The character of the MINI Roadster also owes much to its British roots; it will be produced alongside the MINI Hatch, MINI Clubman, MINI Convertible and MINI Coupé in Great Britain. The arrival of the new model sees the assembly plant on the outskirts of Oxford, the press shop in Swindon and the Hams Hall engine factory gain even further in importance. MINI already ranks as the country's third-largest carmaker, and the BMW Group is investing around £500 million in the ongoing expansion and modernisation of its manufacturing facilities in Britain up to 2014.

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Additional information enclosed:

1. The MINI Roadster price list.
2. The MINI Roadster 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 Brunei, Indonesia, New Caledonia, Philippines, Singapore and Tahiti. The full range of MINI is available in these market – MINI Hatchback, MINI Cabriolet, MINI Clubman, MINI Countryman, MINI Coupé, MINI Roadster and MINI John Cooper Works.

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

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.

www.bmwgroup.com

Facebook: <http://www.facebook.com/BMWGroup>

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Eurokars Habitat Pte Ltd

In 2006, the first ever MINI Habitat, developed by Eurokars Group, was officially opened to the public. Voted as the best MINI Showroom in 2009 at the International MINI Dealer Conference held in London, MINI Habitat encompasses the vibrant colours, quirky designs and trademarks of the MINI brand. Currently, MINI Habitat houses seven models – MINI Stratford, MINI Cooper, MINI Cooper S, MINI Cabriolet, MINI Clubman, MINI John Cooper Works and MINI Countryman, MINI Coupe, MINI Roadster and with more to arrive.

MINI Habitat is located at 27 Leng Kee Road.

Operation hours:

Mon – Sat 8:30AM – 7.00PM.

Sun and public holidays 10.00AM – 6.00PM.

For more information: www.mini.com.sg

Facebook: <http://www.facebook.com/MINI.Singapore>

For more information:

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MINI Roadster price list.

Model	Retail price (at press time)
MINI Cooper Roadster	\$177,800
MINI Cooper S Roadster	\$201,800
MINI John Cooper Works Roadster (on Indent basis)	\$222,800

- Warranty: 3 years or 90,000km whichever comes first
- MSI (MINI Service Inclusive): 3 years or 70,000km whichever comes first
- 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).

1. The MINI Roadster specifications.

MINI Cooper Roadster (AT)

Four-cylinder in-line engine with VALVETRONIC.

Capacity: 1,598cc, max output: 122 hp at 6,000 rpm

Max torque: 160 Nm from 4,250 rpm

Acceleration: 0-100 km/h in 10.5 seconds

Top speed: 192 km/h

Average fuel consumption to the EU standard: 6.6 ltr/100km

CO₂ emissions to the EU standard: 154 g/km

full compliance with the EU5 emission standard.

MINI Cooper S Roadster (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 7.2 seconds

Top speed: 222 km/h

Average fuel consumption to the EU standard: 6.6 ltr/100km

CO₂ emissions to the EU standard: 153 g/km,

full compliance with the EU5 emission standard.

MINI John Cooper Works Roadster (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: 280 Nm from 1,850-5,600 rpm (with overboost at 280Nm at 2,000 – 5,100 rpm)

Acceleration: 0-100 km/h in 6.5 seconds

Top speed: 237 km/h

Average fuel consumption to the EU standard: 7.3 ltr/100km

CO₂ emissions to the EU standard: 169 g/km.