



Media Information

September 5, 2012

## **MINI HOPPING road trip unleashes urban excitement.**

**Jakarta.** MINI provided an exciting experience for 16 journalists participating in the two-day MINI HOPPING program in September 2012. Participants had the chance to hop from one MINI model to another while driving from Jakarta to Bandung, with the further reward of experiencing the vibrant city life of the West Java capital.

MINI HOPPING provided a fleet of eight units of the MINI for the media's use, comprising various model ranges – MINI Cooper S, MINI John Cooper Works, MINI Cooper S Cabrio, MINI Cooper S Coupé, MINI Cooper Countryman and MINI Cooper S Countryman.

MINI HOPPING created a fun and exciting city life experience for the media with the inclusion of various activities and visits to hang-out spots that fit the open-minded and extroverted character of the MINI and its owners. Journalists were also invited to participate in a go-kart racing activity in showing what makes the MINI such a fun drive with its legendary go-kart handling.

MINI Indonesia cooperated with its partners **Telkomsel** and **Evian** in bringing the MINI HOPPING media trip program.

Telkomsel provided the network for the participants to keep connected along the road through **MINI Connected**. **MINI Connected** gives Apple iPhone users access to innovative functions designed to enhance driving fun, entertainment and social networking. MINI has taken the lead in the intelligent link-up of the car with the outside world. It allows 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.

MINI Connected also shows a different side to the MINI driving experience through MINIMALISM Analyser, which teaches the driver how to get the best mileage from the MINI, while still making it fun through an online global competition system based on the score from each journey.

MINI Connected offers the latest feature, additional to the current web radio function, a customizable personal internet radio through its cooperation with Aupeo!, the iPhone mobile music application. MINI owners can directly access Aupeo! behind the wheel through MINI Connected.

To highlight the individuality of each MINI, with more than one million combinations possible, the all MINIs were accessorized in their own unique ways. One of the highlights is the MINI Cooper S Coupé with John Cooper Works kit. This kit comprises of various aerodynamic and design elements taken from the John Cooper Works line, as well as a special tuning kit upgrading the Cooper S engine power from 184 hp to 200hp, and torque from 240 Nm (260 Nm on overboost) to 250 Nm (270 Nm on overboost) for guaranteed more excitement.

The MINI brand was introduced in Indonesia in the mid of 2011, while the delivery of the units started in December 2011 through MINI Exclusive Partner PT Maxindo International Nusantara Indah. Within just a year, the brand has gained popularity and recognition in Indonesia. MINI has established itself as a symbol of urban driving fun and an essential part of mobile lifestyle. Since the beginning, a total of 266 units MINI have been delivered to customers, including 229 units up to end of August 2012.

MINI is a globally successful model that has become a permanent fixture on the streets of worldwide modern cities including Jakarta.

MINI began its road to success in 2001. With the re-launch of the brand and the concept of a premium small car combining expressive design and exceptionally agile

handling with almost endless possibilities for individualization, MINI has created a highly successful venture in the segment.

Although competition has since become much fiercer, MINI clearly maintains its leading position 10 years on. MINI remains the only manufacturer to develop its own premium small cars independently, and achieved a new global sales record of 285,060 vehicles in 2011, an increase of 21.7% compared to the previous year.

### **MINI Cooper S**

The newly re-designed 3-door MINI hatchback is definitely fun to drive. The MINI Cooper S offers a more intense and thrilling experience of performance than ever before. As the more powerful of the models, the MINI Cooper S comes with a 1.6-litre four-cylinder delivering no less than 184 hp at 5,500 rpm with the help of a twin-scroll turbocharger and direct gasoline injection. In the range between 1,600 and 5,000 rpm, this unique power unit develops maximum torque of no less than 240 Nm, further increased briefly by the Overboost function to 260 Nm whenever necessary.

### **MINI John Cooper Works**

A big name, a long tradition, outstanding performance, figures and an incomparable driving experience: the MINI John Cooper Works arouses motor racing passion which goes beyond the race track. The heart beating under the bonnet of each of the two new extreme sports cars is that of a racer. The 1.6 litre 4-cylinder engine with Twin Scroll turbocharger and petrol direct injection delivers 211 hp and develops its maximum torque of 260 Nm between 1,850 and 5,600 rpm – by means of overboost the torque can actually be increased to 280 Nm between 2,000 and 5,100 rpm. It accelerates the MINI John Cooper Works in 6.5 seconds from 0–100 km/h.

The MINI John Cooper Works provides genuine racing feeling. It is fitted with extensive motor racing technology as standard: exclusive light alloy rims with especially light and extremely high-performance brakes, a new exhaust system and the modified 6-speed manual transmission.

### **MINI Cooper S Cabrio**

The new MINI Cabrio symbolises the thrill of motoring in the open air and bears out the unmistakable style of the MINI brand. The unique features of the MINI Cabrio in its segment in terms of design, premium quality, handling, performance, efficiency, and functionality have been appropriately enhanced and improved to perfection.

Electrohydraulic operation of the roof including sliding roof function featured as standard. Option to open and close the soft top while driving is at a speed of up to 30 km/h. A wider range of paintwork colours, roof colours, wheel rims, upholstery and interior trim provides even greater freedom in customising the car.

### **MINI Cooper S Coupé**

Introduced in April 2012 in Indonesia, the MINI Coupé is a new two-seater model to the MINI family that is geared squarely to maximizing driving fun. 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.

The selection of engine, 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 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 showcase 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.

### **MINI Cooper Countryman and MINI Cooper S Countryman**

MINI Countryman 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. The model was first introduced in Indonesia in January 2012.

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.

MINI Countryman comes with two gasoline engines. 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 is equipped 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.

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.

#### **MINI Service Inclusive.**

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

**Price List – Off the road.**

MINI Cooper S	Rp. 549.000.000,-
MINI John Cooper Works	Rp. 719.000.000,-
MINI Cooper S Cabrio	Rp. 629.000.000,-
MINI Cooper S Coupé	Rp. 649.000.000,-
MINI Cooper Countryman	Rp. 579.000.000,-
MINI Cooper S Countryman	Rp. 659.000.000,-

**Information on MINI in Indonesia**

Website : [www.MINI.co.id](http://www.MINI.co.id)

Facebook: MINI.Indonesia

Twitter: MINI\_Indonesia