



Media Information

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## **MINI makes a stunning appearance in the IIMS 2012**

**Jakarta.** MINI models are taking center stage at the 2012 Indonesia International Motor Show, with the iconic cars showcased at a 250 square meter space in Hall B of Jakarta International Expo.

During the 10-day show, MINI presents four of its models, consisting of two Special Editions – the MINI Bayswater and MINI Cabrio Highgate – along with the MINI Coupé with John Cooper Works Tuning Kit and MINI Cooper Countryman.

"In less than a year, MINI has gained huge popularity and recognition in Indonesia. The brand has established itself as a symbol of urban driving fun and an essential part of mobile lifestyle," said Ramesh Divyanathan, President Director of BMW Group Indonesia.

"By offering a unique lifestyle and high degree of individuality, MINI has won our customers' hearts. During the first eight months of 2012, we are pleased to say that this world renowned brand has delivered 229 units to owners. The favorite model is the MINI Hatchback, followed by MINI Countryman and MINI Cabrio."

Visitors to IIMS 2012 will have the opportunity to enjoy the authentic MINI brand experience, and also explore more than a million possible combinations to accessorize the MINI to fit their individual taste and character at the specially-prepared customization corner.

MINI Connected is one of the standouts for today's mobile lifestyle. MINI Connected gives Apple iPhone users access to innovative functions designed to enhance driving fun, entertainment and social networking. In taking the lead in the intelligent link-up of the car with the outside world, MINI 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 shows a different side to the MINI driving experience through its MINIMALISM Analyser, which teaches the driver how to get the best mileage from the MINI. Adding to the fun is an online global competition system based on the score from each journey.

MINI Connected also offers its latest feature, additional to the current web radio function, of a customizable personal Internet radio through its cooperation with Aupeo!. MINI owners can directly access Aupeo! behind the wheel through MINI Connected.

The John Cooper Works corner symbolizes the gokart handling characteristics of the brand. Apart from ordering the factory-built John Cooper Works models, existing customers can also upgrade their Cooper S with various body kits, tuning kits, and engine upgrades to get closer to the John Cooper Works experience.

Visitors interested in purchasing MINI can contact MAXINDO as the Exclusive Partner of MINI in Indonesia.

The first MINI flagship showroom, owned by MAXINDO, is scheduled to operate in the fourth quarter of 2012. The five-storey showroom on a plot of 1,070 square meters at Jl. Sultan Iskandar Muda in Pondok Indah is suited to the lifestyle needs of trend-conscious Jakartan urbanites and destined to become of their favorite hangouts.

All MINIs purchased through MAXINDO 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 advisers and mechanics at a state of the art workshop.

## **MINI PRODUCT LINE-UP AT IIMS 2012**

### **Special Edition MINI Bayswater**

The MINI Bayswater wears its inherent sporting élan and extrovert style very much on its sleeve. The Kite Blue metallic exterior paintwork was created exclusively for the special-edition model, as was the interior design and 17-inch light alloy Sandblast wheels with high-gloss black surfaces and bright machined rim and spoke edges. Midnight Black metallic and Eclipse Grey metallic paint shades can be ordered for the MINI Cooper S as an alternative to the new radiant blue finish.

The sporty appearance of the MINI Bayswater is emphasised by the black contrasting roof and the likewise newly created Sport Stripes for the bonnet, which streak dynamically towards the windscreen. The exterior mirror caps carry an identical stripe design – blue on the right-hand side of the car, grey on the left.

“Bayswater” lettering adorns the side indicator surrounds, door sills and seat tags. The Punch Leather seats come in the exclusive colour variant Rocklite Anthracite

and include side bolsters sporting a metallic sheen and blue-and grey contrast stitching. Two-tone contrast stitching also adorns the gearshift/selector lever and handbrake gaiters.

Other innovative design features in the interior include Piano Black cockpit trim strips, which continue the path set by the Sport Stripes over the bonnet, and the leather Colour Line elements in Rocklite Anthracite, whose classy character is emphasised by black stitching. The same leather variant is also used for the armrests, while the model-specific floor mats have anthracite-coloured edging and blue contrast stitching.

The MINI Bayswater also comes with stainless steel pedals and the Chrome Line Interior package, and includes the Pepper Pack in its range of equipment. Plus, the new special edition can likewise be specified with a wide variety of items from the optional equipment list if further individual touches are the order of the day.

MINI Cooper S Bayswater features 184 hp turbocharged four-cylinder engine offering the necessary bite to back up its sporting aura. The MINI Bayswater also comes as standard with a six-speed automatic transmission.

The MINI Bayswater takes its name from an extremely vibrant area of London. Located to the west of the city centre – half way between the shopping hot spots of Knightsbridge and Notting Hill – Bayswater is best known for its unusually high density of bars and restaurants.

MINI is therefore returning to the London theme to further accentuate the link with both its home country and the fascination surrounding the London lifestyle. Indeed, the MINI Bayswater is following in the tyre tracks of a naming tradition begun by the classic Mini.

<b>Model</b>	<b>MINI Cooper S Bayswater</b>
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	7.6
0-100km/h – Second	
Fuel consumption km/l	14.7
CO <sub>2</sub> emission – g/km	159
Price off the road	Rp.599,000,000,-

### **Special Edition MINI Cabrio Highgate**

For MINI fans looking to combine open-top driving fun with sophisticated individuality and an essential dose of Brit-cool, the MINI Cabrio Highgate provides the perfect stage. The new special-edition variant of the soft-top four-seater seizes the limelight with its innovative and precisely coordinated splash of colours and

materials. The MINI Cabrio Highgate boasts numerous exterior and interior design features developed specially to suit the character of the car. Together with the extensive selection of on-board equipment, they provide a fresh interpretation of British style and premium feel in an open-top small car.

New exterior paint finishes, soft-top colours and wheel designs developed specially for the MINI Cabrio Highgate provide the external expression of its exclusive aura. The new body colour Iced Chocolate metallic captures the imagination with its refined and understated basic colour and a special pigmentation that reveals a subtle, bluish lustre under the sun's rays.

In keeping with the theme, the brown soft-top roof also has a light metallic sheen. This distinctive look is further enhanced by brown/black bonnet stripes with blue edging, while Midnight Black metallic or White Silver metallic paintwork can be specified as an option. The exterior mirror caps of the special-edition model are also painted in the body colour.

Another feature developed exclusively for the MINI Cabrio Highgate is the 17-inch Double Cross light-alloy wheels in a refined, subtly shaded aluminium colour. The wheels' spoke arrangement is inspired by the pattern of the Union Jack flag.

The "Highgate" lettering on the side indicator surrounds, door sills and seat tags is a nod to the car's exclusive character, as are the bespoke colours and materials used in the interior. The Lounge Leather seats and leather Colour Line elements come in Dark Truffle and feature light contrast stitching.

MINI Cabrio Highgate is available as MINI Cooper S with the 184 hp turbocharged four-cylinder engine and six-speed automatic gearbox as standard in Indonesia.

<b>Model</b>	<b>MINI Cooper S Cabrio Highgate</b>
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	7.6
0-100km/h – Second	
Fuel consumption km/l	14.7
CO <sub>2</sub> emission – g/km	159
Price off the road	Rp.649,000,000,-

### **MINI Cooper S Coupé**

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 optimizes airflow at higher speeds.

Inside the car, the two-seater concept is emphasized 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.

#### **Optional Accessories.**

John Cooper Works Tuning 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 200 hp, and torque from 240 Nm (260 Nm on overboost) to 250 Nm (270 Nm on overboost) for guaranteed more excitement.

<b>Model</b>	<b>MINI Cooper S Coupé</b>
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	7.1
Fuel consumption km/l	15.6
CO <sub>2</sub> emission – g/km	155
Price off the road	Rp. 649,000,000,-

#### **MINI Cooper Countryman**

MINI Countryman, launched in January 2012, 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 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 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 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.

<b>Model</b>	<b>MINI Cooper Countryman</b>
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 <sub>2</sub> emission – g/km	177
Price off the road Jakarta	Rp. 579,000,000

**Information on MINI in Indonesia**

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

Facebook: MINI.Indonesia

Twitter: MINI\_Indonesia

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