

Press release

Well-established on the winner's rostrum: MINI Countryman once again successful at the 2014 "Off Road Award".

Like last year, the reader's vote conducted by "Off Road" magazine put the all-rounder all-wheel drive model in second place in the "Subcompact SUV" category.

Munich. It offers more interior space than any MINI before it, as well as new ways to experience hallmark brand driving fun with its optional all-wheel drive system ALL4. The MINI Countryman has become firmly established in its segment and is now also one of the top favourites among fans of all-wheel drive automobiles. This is again reflected very clearly in the results of the 2014 "Off Road Award". Like last year, readers of "Off Road" magazine voted the compact MINI all-rounder into second place in the category "Subcompact SUV".

The "Off Road Award" has been presented every year since 1982. This year there were 127 models in 13 categories for readers to vote for. The fact that the MINI Countryman was able to reiterate last year's success underscores its ongoing high level of popularity - not just in Germany. In 2012 and 2013, more than 100 000 units were sold of the first MINI with four doors, a large tailgate and optional all-wheel drive. The diversity of its qualities is also reflected in the broad range of awards it has won. For example, MINI Countryman received the "Good Design Award" just after being launched. A few months ago it was voted "Value Master 2014" - the MINI Cooper S Countryman was placed first in its segment in the "Auto Bild" magazine ranking showing car models on the German automobile market with the highest level of value retention.

The success story enters a new phase in July 2014 with the launch of the new MINI Countryman (combined fuel consumption: 7.1 - 4.2 l/100 km, combined CO₂ emissions: 165 – 111 g/km). Detailed

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refinements in exterior and interior design, optimised fuel consumption and emission figures and increased performance for the MINI Cooper S Countryman hone the profile of this compact all-rounder. The model range comprises three petrol engine and three diesel variants, from the MINI One D Countryman with 66 kW/90 hp to the MINI Cooper S Countryman, now with an output of 140 kW/190 hp.

In addition to this, the extremely sporty MINI John Cooper Works Countryman (160 kW/218 hp) is also available: all-wheel drive comes as standard in this model variant. Meanwhile the ALL4 system is optionally available for the MINI Cooper S Countryman, the MINI Cooper Countryman, the MINI Cooper SD Countryman and the MINI Cooper D Countryman.

With the MINI Countryman, the British premium automobile manufacturer has successfully expanded its range to move into another market segment, thereby winning over additional target groups. Since last year, this advancement has been supported by the MINI Paceman - the first ever Sports Activity Coupé in the premium compact class. In this model, too, ALL4 can be optionally combined with four engines. The top athlete MINI John Cooper Works Paceman distributes its power to all four wheels as standard.

The ALL4 system was developed specially for MINI and uses an electromagnetic centre differential not only to enhance traction and driving stability in difficult weather and road conditions but also to increase agility when taking bends at speed. The ALL4 electronic management system is integrated directly in the Dynamic Stability Control (DSC) control unit. This means the system is able to respond with a high level of speed, precision and versatility when distributing drive torque between the front and rear wheels. In regular driving situations, 50 per cent of the drive torque is transmitted to the rear axle, while in extreme situations - for example on ice or snow - this can be increased to 100 per cent.



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Needs-based adaptation occurs within a fraction of a section, ensuring that optimum road surface contact provides maximum driving fun at all times.



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The BMW Group

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 28 production and assembly facilities in 13 countries and has a global sales network in more than 140 countries.

In 2013, the BMW Group sold approximately 1.963 million cars and 115,215 motorcycles worldwide. The profit before tax for the financial year 2013 was € 7.91 billion on revenues amounting to approximately € 76.06 billion. As of 31 December 2013, the BMW Group had a workforce of 110,351 employees.

The success of the BMW Group has always been based 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.

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