Media information

“Residual Value Giants” 2016: two wins and top rankings for MINI.

Two wins, a second place and a third place for the British original in the latest study on which models offer the most lasting value in the German market. “Focus Online” publishes the current ranking.

Munich. Once again, several models of the British premium brand have achieved top placements in the list of “2016 Residual Value Giants” published by “Focus Online”. The result reflects the unique combination of driving fun, expressive design and premium quality offered by MINI vehicles. Two class victories as well as one second and one third place underscore the outstanding value retention they offer. The MINI One 3 door in the Compact Car category and the MINI One D Countryman in the Mini SUV category turned out to be the models that provide the most lasting value in their respective segments. In the convertible class, second place went to the MINI Cooper Convertible, while the MINI One Convertible was ranked third.

The current "Resale Value Giants" ranking in a total of 16 vehicle categories is based on analyses carried out by the Saarbrücken-based market research institute Bähr & Fess Forecasts which looks at the value stability of current new cars over the coming four years. As well as referring to specific criteria such as purchase price, vehicle properties, brand image and ratings on comparative tests and customer surveys, the experts also base their forecasts on generic factors such as the quality of competitors in the segment and general developments on the automotive market.

Thanks to their recent success, the MINI One 3 door (75 kW/102 hp; fuel consumption: 4.8 – 4.7 l/100 km) and the MINI One D Countryman (66 kW/90 hp; fuel consumption: 4.2 l/100 km) are set to attract high demand on the used car market. Market experts forecast they will have a residual value of 59.5 and 57 per cent respectively of their current purchase price at resale in four years' time. The model that ranked second in its segment, the MINI Cooper Convertible (100 kW/136 hp;

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fuel consumption: 5.1 – 4.9 l/100 km) likewise achieved an excellent residual value forecast of 56.5 per cent.

In terms of value loss in absolute terms, the MINI One Convertible (75 kW/102 hp; fuel consumption: 5.2 – 5.0 l/100 km) is ranked third in its segment with a residual value of 56.5 per cent.

Comparison of residual value provides potential new car customers with an important guideline when making their purchase decision: after all, loss of value is a significant cost factor. As far as MINI drivers are concerned, their car not only gives them a low level of fuel consumption but also a particularly high level of value stability. For years now, models of the British premium brand have regularly been placed among the "Resale Value Giants".

For further details on official fuel consumption figures, official specific CO_2 emissions and power consumption of new cars, please refer to the "Manual on fuel consumption, CO_2 emissions and power consumption of new cars”, available at all sales outlets, from Deutschen Automobil Treuhand GmbH (DAT), Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen and at http://www.dat.de/angebote/verlagsprodukte/leitfaden-kraftstoffverbrauch.html. Manual CO_2 (PDF – 2.7 MB)

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Topic “Resale Value Giants”: two wins and top rankings for MINI.

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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 31 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2015, the BMW Group sold approximately 2.247 million cars and nearly 137,000 motorcycles worldwide. The profit before tax for the financial year 2015 was approximately € 9.22 billion on revenues amounting to € 92.18 billion. As of 31 December 2015, the BMW Group had a workforce of 122,244 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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