

Media Information

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The new MINI SEVEN.
AN INDIVIDUALIST OUT OF TRADITION.

Singapore. MINI Asia has introduced the new MINI Seven, a sense of individual style has always been an integral part of the unmistakable MINI feeling. The British brand now goes even further in showcasing the distinctive qualities of the original in the small car segment. The first design model of the latest MINI generation presents a particularly striking combination of the brand's traditional values and the progressive product quality of the current models. Exclusive design features on the exterior and interior underscore the British origins, hallmark driving fun, premium character and extrovert appeal that make the new MINI Seven a more exceptional phenomenon in urban traffic than ever before.

The naming of the new design model recalls the premiere of the revolutionary British small car more than five and a half decades ago. In August 1959, the virtually identical models Austin Seven and Morris Mini Minor were presented to the public for the first time. The first specimen of the legendary 4-seater created by designer Alec Issigonis and known today as the classic Mini came off the production line as the Austin Seven.

Featuring front-wheel drive, an engine mounted transversely at the front, short overhangs and a wide track, the Mini offered an unusually generous amount of space for passengers and luggage within a minimum surface area – with a fascinatingly agile driving response to boot. The current MINI model generation embodies the very latest version of this principle of making the smartest possible use of the space available. Not only does it meet contemporary standards in terms of comfort, safety and functionality, it also offers a whole new level of driving fun and refined premium characteristics in terms of design, material selection and finish quality.

The original in the small car premium segment is also geared towards the extended requirements of modern target groups with an innovative body concept. In the current generation, MINI is also represented in the small car category for the first time with a 5-door model. Featuring a wheelbase extended by 72 millimetres, two additional doors, a third seat at the rear and the largest luggage

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compartment in its class with a volume of 278 litres, the new MINI 5 Door provides a whole new range of options to enjoy the driving fun that is so typical of the brand.

The new MINI Seven: stylish and expressive exterior design.

The exterior design features compiled exclusively for the new MINI Seven are geared towards achieving a particularly stylish and striking expression of the MINI 5 Door appearance, complete with its characteristic proportions, surface design and lines. Instantly fascinating appeal is created especially by means of a body finish in the MINI Yours colour Lapisluxury Blue. This non-metallic finish is the most intensive blue tone ever applied to the body of a MINI. The paint finished conceived for the exclusive equipment program MINI Yours is based on the colour Ultramarine, which is regarded as the “blue of kings” and was originally produced by adding fine pigment traces of the semi-precious stone lapis lazuli. The MINI Yours paint finish Lapisluxury Blue derives its striking brilliance, intensity and depth from the highly elaborate and technologically sophisticated production processes by which the paint and protective layers are applied to the body surfaces.

There are three other body finishes available to choose from for the new MINI Seven as alternatives to Lapisluxury Blue. The non-metallic finish Pepper White and the variants Midnight Black metallic and British Racing Green metallic are three of the classic options within the MINI colour range in which the characteristic interplay of lines and surfaces on the exterior is given stylish yet discreet emphasis. This also brings out the athletic stature of the new MINI 5 Door. It is especially defined by the powerfully arched bonnet and the large air inlets in the front apron, the dynamic wedge shape of the side window graphic and a striking sill line that combines with the parallel character line to direct attention to the large wheel arches. The fact that the width of the rear increases towards the bottom likewise contributes to the image of a body sitting powerfully on top of wheels.

Regardless of the selected body colour, the roof and exterior mirror caps of the new MINI Seven are finished in Melting Silver. This contrasting colour available exclusively for the design model underscores the horizontal body structuring typical of MINI, taking in the body, glass sections of the passenger cell and roof. The exclusive bonnet stripes of the new MINI Seven are designed to

harmonise with the colouring of the roof and exterior mirror caps. The deco elements, also in Melting Silver, each feature a surround in the colour Malt Brown on the outside.

The 17-inch light alloy wheels of the new MINI Seven were likewise created especially for the design model. With the clear structure of their spokes and two-colour finish, the wheels in MINI Seven Spoke two-tone design convey a solid, high-end impression, perfectly matching the exclusive exterior features of the MINI Seven with their burnished surfaces.

Another distinctive accentuation is added by the surrounds of the side indicators on the front wheel arches, known as side scuttles. These bear the logo of the design model which is made up of the wordmark “Seven” and the number seven. The MINI Seven logo is also to be found on the model-specific door sill finishers on the driver and front passenger side.

High-end and harmoniously designed ambience on the inside.

The interior design created for the new MINI generation is defined by three-dimensionally moulded surfaces, high-quality colour and material combinations and a modern display and operating concept. A new interpretation of classic styling is reflected in the horizontal structure of the cockpit and the circular or elliptically shaped contours of key features such as the air vents, instruments and door trim. The central instrument - another characteristic element - offers additional display content. Functionality and ergonomics are optimised by the new dashboard on the steering column and the newly positioned controls.

In the new MINI Seven, the mature character and premium ambience of the interior is highlighted by the exquisite, finely crafted MINI Yours Leather Lounge Carbon Black, utilizing a grade of leather that is usually reserved for high-end automobiles.

Other features of the design model include the MINI Seven logo on the trim of the central instrument and the MINI Yours interior styles Dark Cottonwood. These selections from the MINI Yours program lay the foundation for a particularly stylish and selective customisation that underscores the car’s premium character as well as its British roots. In the MINI Yours interior styles, select materials are combined with a precise finish and high-end design. Another accentuation of stylish individuality derives from the Colour Line applied to a range of elements

from the outer air vents to the vertical surrounds of the controls below the central instrument, also including the armrests in the door panels. In the new MINI Seven, the Colour Line comes as standard in Carbon Black, and is optionally available in Malt Brown, a variant exclusively offered for the design model.

The latest engine generation with MINI TwinPower Turbo Technology, likewise newly developed transmissions and extensive MINIMALISM Technology help ensure MINI Cooper 5 Door achieve an exemplary balance between driving fun and fuel consumption. The range of petrol engines includes the 1.5 litre 3-cylinder in the new MINI Cooper 5 Door (combined fuel consumption: 5.0 l/100 km; combined CO2 emissions: 116g/km), and with an output of 136hp.

Unique in the segment: go-kart feeling combined with a full range of safety features and modern driver assistance systems.

High-quality suspension technology extensively refined and adapted for each specific model of the new MINI generation ensures that the power of the new MINI Seven is transformed into enthralling agile driving properties. The hallmark brand go-kart feeling derives from a single-joint spring strut axle at front, a multilink rear axle, electromechanical power steering and highly powerful and precisely controllable brakes - a combination that is unique in the small car segment. Dynamic Damper Control is available optionally and features electrically controlled dampers which can be adjusted via the MINI Driving Modes.

The standard DSC (Dynamic Stability Control) also includes DTC (Dynamic Traction Control) mode and Electronic Differential Lock Control (EDLC) - an electronic locking function for the front axle.

Exemplary vehicle occupant protection is ensured by the integrated MINI safety concept which includes not just a body with highly resilient bracket structures, optimised deformation zones and an extremely stable passenger cell but also front and side airbags, side curtain airbags, 3-point automatic belts on all seats, belt tensioners and belt force limiters at the front and ISOFIX child seat mountings at the rear as standard.

The range of optional driver assistance systems developed for the new MINI generation includes the MINI Head-Up Display, Parking Assistant and rear view camera.

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MINI Cooper 5 Door

Three-cylinder petrol engine with MINI Twin Power Turbo Technology (turbo charging, direct injection, fully variable valve control, variable camshaft control)

Capacity: 1,499cc

Max output: 136 hp at 4,400 rpm

Max torque: 220 Nm from 1,250 rpm (230 Nm with overboost)

Acceleration: 0-100 km/h in 8.1 seconds

Top speed: 207 km/h

Average fuel consumption to the EU standard: 5.0 litres/100km

CO2 emissions to the EU standard: 116 g/km.

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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 Singapore, Brunei, Vietnam, New Caledonia, Guam, Sri Lanka, Tahiti, Philippines and Indonesia. The full range of MINI is available in these market – MINI 3 Door, MINI 5 Door, MINI Cabriolet, MINI Clubman, MINI Countryman, and MINI John Cooper Works.

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

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



the MINI, MINI Diesel, MINI Cabriolet, MINI Clubman, MINI Countryman, MINI Paceman, as well as the full range of MINI John Cooper Works.

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.