

MINI INDONESIA



MEDIA INFORMATION.

29 NOVEMBER 2017

MINI ADVENTURE 2017.

MINI THRILLS MAXIMIZED.

AN ADVENTURE ON AND OFF THE BEATEN TRACK.

Bandung, Indonesia. This year, MINI Indonesia celebrates its fifth signature driving experience, The 2017 MINI Adventure, in west Java and its capital city of Bandung. West Java boasts swathes of lush green forest as well as a sophisticated infrastructure, perfect for the two-day MINI Adventure 2017. Participants will get to enjoy MINI's versatility in the company of the brand's biggest and most advanced model, the new MINI Countryman along with MINI's hallmark go-kart feeling in the MINI John Cooper Works Countryman. More than 300 km drive will highlight MINI's advancements in the areas of space, functionality, athletic flair and premium characteristics, including its grown-up attitude on-track and its extended capabilities off the beaten track, all of which maximize the thrills associated with a MINI.

"Since 1959, the MINI brand has always stood for fresh new ideas and inspiration. It is in our DNA to consistently provide great driving FUN and the ultimate go-kart feeling through every MINI model, fuelled by unmatched innovations to suit our customers' adventurous lifestyles," said Jodie O'tania, Vice President of Corporate Communications, BMW Group Indonesia. "Through MINI Adventure, we want to highlight all of these things. MINI Adventure is always meticulously planned with a set of routes and activities aimed at exciting the participants about the latest models launched in the current year. The new MINI Countryman and MINI John Cooper Works variant, which were launched early this year, are guaranteed to provide participants with a memorable experience while generating new stories for them to tell about MINI Adventure 2017. With a theme of 'MINI Thrills Maximized', we will embark on a journey into the natural habitat of these five-seater Sports Activity Vehicles, both on and off the beaten track, which are more comfortable than ever before. This will also includes a circuit session with the MINI John Cooper Works Countryman," added Jodie.

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Since the initial sketches of them were drawn by our founding father Sir Alec Issigonis, almost every single bit of a MINI has used an unconventional approach, including increasing the track width as far as possible, mounting the engine transversely, and positioning the instrument cluster centrally thereby ensuring maximum space inside the car. These concepts were unprecedented and have been embedded in the iconic brand until today. “Maximize the experience – focus on the essentials” – this has long been the motto of the MINI brand.

The first ever Countryman was launched in 1960. It was a roomy estate with a long wheelbase, designed for trips through the country and with more space than usual, not to mention loads of distinctive features that introduced the brand to a whole new target group. This legacy of this innovative car lives on through the newer generations of the MINI Countryman, including its cutting-edge technology.

The new MINI Countryman.

The new MINI Countryman is key to MINI’s success story in Indonesia because it is one of the most popular MINI models. Since its celebrated debut in 2010, the model has literally set new standards for MINI. For example, it is the first MINI to be more than 13-feet long, the first to feature four-wheel drive and the first to seat up to five people comfortably.

The new Countryman builds on this track record of setting new standards for the brand. Together with the MINI Clubman, it will spearhead the brand’s offerings in the premium compact segment. MINI looks set to ride the wave of growth in this segment, the fastest growing vehicle class. Having been completely newly developed, the second generation of the MINI Countryman advances the brand within the premium compact segment. It has a sporty rugged design, added space without having to compromise on driving agility. The new MINI Countryman is about 20 centimetres longer than its predecessor and approximately 3 centimetres wider than its predecessor with an extended wheelbase of 7.5 centimetres. This growth results in significantly increased space on its five fully-fledged seats as well as a notable increase in storage volume and luggage transport versatility. The luggage compartment’s volume is 450 litres and can be extended as required to a total of 1,390 litres. This maximum volume is up 220 litres compared to that of the predecessor model.

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The latest generation of the MINI Countryman goes even further in terms of the model's versatility, agility and premium character. Its unmistakable aura is defined by an extended ground clearance and raised seating position, and further emphasized by high roof rails. Numerous model-specific design elements, such as the striking helmet roof, the upright rear lights, the hexagonal radiator grille and the large headlamps, have undergone evolutionary development. In conjunction with the standard LED headlamps, the latter is generated for the first time by a band of light running entirely around each headlamp. Meanwhile, the side turn indicator surrounds - known as side scuttles - exhibit a new, arrow-like shape.

With a clear horizontal structure, stretched lines and generously sized surfaces, the distinctively designed cockpit emphasizes the solid character of the new MINI Countryman. The hallmark central instrument is integrated in the instrument panel and is surrounded by an LED ring that provides a lighting display in response to driving situations by way of control feedback. This forms part of the MINI Excitement Package, which also comprises LED ambient lighting and a projection of the MINI logo from the exterior mirror on the driver's side when opening and closing the car.

MINI John Cooper Works: Authentic Sport.

From 1960, the spirit and excitement of racing have become an inseparable part of the MINI brand. This was further enhanced by the success of MINI - after being transformed by the legendary racer John Cooper - in winning the Monte Carlo Rally two years in a row, back in 1964 and 1965. The new MINI John Cooper Works blends John Cooper's high-performance DNA with MINI's individual design and signature driving sensation. MINI John Cooper Works is all about a high-performance engine, energetic and extreme go-kart driving sensation, and alluring, authentic design.

"The John Cooper Works brand has been integrated under the MINI umbrella for ten years. This close connection dates back to the early years of the classic Mini, whose sporting talent was discovered and promoted by John Cooper. Today it impacts positively on the extreme driving enjoyment offered by the MINI John Cooper Works Countryman. The engine, transmission, all-wheel drive, suspension, aerodynamics and cockpit design are not just geared towards top performance, they are also precisely harmonized with the vehicle concept of the new MINI Countryman. As a result, the latest John Cooper Works model is a comprehensive package perfectly made for thrilling performance and assembled with racing expertise," said Jodie.

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The new MINI John Cooper Works Countryman comes installed with a 4-cylinder, 1,998cc engine that demonstrates performance characteristics inspired by motor racing. It features innovative MINI TwinPower Turbo Technology with a turbocharging system integrated into the cast steel manifold, petrol direct injection, the fully variable valve control system VALVETRONIC and variable camshaft control (double VANOS). Made of highly temperature-resistant material, the turbocharger generates a charge-air pressure which is now increased to 2.2 bar. This creates the basis for highly energetic and long-lasting power delivery. The engine boasts maximum power of 231hp at 6,000 rpm while delivering its maximum torque of 350 Nm on stream at between 1,450 and 4,500 rpm. The new MINI John Cooper Works Countryman sprints from zero to 100 km/h in a mere 6.5 seconds with its 8-speed Steptronic automatic sports transmission, enabling an aggressive driving style.

In addition, its sports exhaust system not only supports the engine's performance characteristics but also gives them an impressive acoustic and visual dimension. Reduced exhaust gas pressure promotes spontaneous power delivery, while a controllable exhaust flap and the special geometry of the tailpipe help generate the highly emotional sound that is typical of John Cooper Works models. The sports exhaust system also has tapered chrome covers for the dual tailpipes.

The high-quality suspension technology of the new MINI John Cooper Works Countryman offers the perfect basis for maximum performance and enthralling handling properties. It is designed to harmonise with the extremely high engine output of this versatile top athlete as well as with its long wheelbase, large track and low centre of gravity. A single-joint spring strut axle at the front is combined with a multilink rear axle in a model-specific version. What's more, the standard sports suspension of the new MINI John Cooper Works Clubman features a particularly tight set-up of the suspension and damping systems.

The typical proportions of a dynamic all-round sports car are further emphasized by model-specific features, in particular the John Cooper Works Aerodynamics Kit. Key elements of the car's powerful appearance include large cooling inlets in the front apron which take up the space reserved for parking lights and fog lamps in the new MINI Countryman.

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All MINI vehicles sold in Indonesia through MINI Authorized Dealers come with MINI Service Inclusive, offering five-year or up to 70,000 km free regular maintenance and a 36-month warranty without mileage limitations. MINI vehicles are also covered by BMW Group Tire Coverage for 3 years, including the replacement of up to 4 tires per year for which 100% of the tire and labor cost is covered. This covers damage caused by punctures, bulging, cuts, bursts, tears, and damage from the vehicle continuing to run on flat tires. The tires will be replaced with originals - terms and conditions apply. For more information, contact +62 21 2927 9677 or email contact-us@mini.com.

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Attachments:

1. MINI Countryman Price Table
2. MINI Countryman Technical Specifications
3. MINI Countryman Dimensions

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Information on MINI in Indonesia

Website : www.MINI.co.id

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The new MINI Countryman Prices

Model	Retail price (IDR)
The new MINI Cooper Countryman	660,000,000,- off-the road price.
The new MINI Cooper S Countryman	865,000,000,- off-the road price.
The new MINI John Cooper Works Countryman	1,060,000,000,- off-the road price.

The new MINI Cooper Countryman Specifications.

Three-cylinder petrol engine with MINI Twin Power Turbo Technology (turbocharger, direct injection, VALVETRONIC, and variable camshaft control - double VANOS).	
Transmission	6-speed steptronic transmission
Capacity	1,499 cc
Max output	136 hp at 4,400-6,000 rpm
Max torque	220 Nm from 1,400-4,300 rpm
Acceleration 0-100 km/h	9.6 seconds
Top speed	200 km/h
Average fuel consumption ECE cycle (EU6)	5.7 l/100 km
Combined CO ₂ emissions (EU6)	128 g/km

The new MINI Cooper S Countryman Specifications.

Four-cylinder petrol engine with MINI Twin Power Turbo Technology (turbocharger, direct injection, VALVETRONIC, and variable camshaft control - double VANOS).	
Transmission	8-speed steptronic transmission
Capacity	1,998 cc
Max output	192 hp at 5,000-6,000 rpm
Max torque	280 Nm from 1,350-4,600 rpm
Acceleration 0-100 km/h	7.4 seconds
Top speed	225 km/h
Average fuel consumption ECE cycle (EU6)	6.2 l/100 km
Combined CO ₂ emissions (EU6)	141 g/km

The new MINI John Cooper Works Countryman Specifications.

Four-cylinder petrol engine with MINI Twin Power Turbo Technology (turbocharger, direct injection, VALVETRONIC, and variable camshaft control - double VANOS).	
Transmission	8-speed steptronic transmission
Capacity	1,998 cc
Max output	231 hp at 5,000-6,000 rpm
Max torque	350 Nm from 1,450-4,500 rpm
Acceleration 0-100 km/h	6.5 seconds
Top speed	234 km/h
Average fuel consumption ECE cycle (EU6)	6.9 l/100 km
Combined CO ₂ emissions (EU6)	158 g/km

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The new MINI Countryman.

Dimensions.

