

Media information

MINI at Auto China Beijing 2018.

Asian premiere of the new MINI 3 door, MINI 5 door and MINI Convertible – the traditional British brand presents its portfolio of models for premium mobility at the international motor show in the Chinese capital.

Munich/Beijing: A unique combination of driving fun, premium quality and individual style, characterise the models with which MINI continues to increase its popularity on the Chinese automotive market. The model update for the MINI 3 door, MINI 5 door and the MINI Convertible set fresh impulses for the success of the brand. The Asian premiere of the new models will take place at the Auto China 2018 in Beijing. Furthermore, MINI will be presenting its range of models in the premium compact segment.

More than 1600 exhibitors from all over the world will be presenting current models, technological innovations and services at the Auto China 2018. The international automotive meeting, which began in 1990, takes place every two years and is spread over 220 000 square metres at the China International Exhibition Center. The 15th exhibition will take place between 25 April and 4 May 2018 with more than 800 000 visitors expected.

Fresh Update for the Original in the Premium Small Car Segment.

The three originals in the premium small car segment are now sportier, more advanced and more attractive than ever before, thanks to the model update. The new MINI 3 door, MINI 5 door and MINI Convertible boast specific design modifications, additional equipment features and individualisation possibilities as well as new digital services from MINI Connected.

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The British brand's new MINI 5 door will take centre stage at the Auto China 2018. The model, the first of the current MINI generation to be introduced, embodies the principle of creative use of space - used ever since the classic Mini - in a fascinating, modern form. Brand typical proportions are combined with the advantage of additional leg and head room in the rear as well as luggage space. Functionality, comfort and long distance suitability are improved thanks to the 161 millimeters extended body length, the two additional doors and the three seats in the rear. The mature character of the compact car model from MINI is, therefore, accompanied by an increase in product substance.

Distinct design accents and new equipment features.

The new MINI 5 door as well as the new MINI 3 door and the new MINI Convertible boast a distinct black trim as standard in its headlights as part of its precise design details. In combination with the LED headlights, the taillights also boast a new design. As a clear nod to the brand's British heritage, the LED taillights feature a Union Jack motif. The MINI 5 door, on display at the Auto China 2018, will feature a new body colour, Emerald Grey metallic. There are three new colours available in total. The MINI 3 door, also at Beijing, is finished in Solaris Orange metallic and the MINI Convertible in Starlight Blue metallic.

New individualisation possibilities are offered through the option Piano Black Exterior, the additional alloy wheels and the Chester leather trim and Colour Line now also available in Malt Brown for the MINI 5 door and MINI 3 door. There is also the option MINI Yours Interior Style Piano Black illuminated which bears a Union Jack motif rear-lit strip on the passenger's instrument panel. Furthermore, the enhanced compact car model boasts the new MINI logo. The control system now contains a Touch screen function for the display in the central instrument. There is also an expansion of the digital services as part of MINI Connected.

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Three engine variants are available for the MINI 3 door (for the Chinese market combined fuel consumption: 6,2 – 5,4 l/100 km; combined CO₂ emissions: 148 – 129 g/km) as well as the MINI 5 door (for the Chinese market combined fuel consumption: 5,6 – 5,6 l/100 km; combined CO₂ emissions: 134 – 133 g/km) on the Chinese market. For the MINI Convertible (for the Chinese market combined fuel consumption: 6,2 – 5,8 l/100 km; combined CO₂ emissions : 147 – 137 g/km) two engine variants are available. Available here are the MINI One 5 door, the MINI Cooper 5 door and the MINI Cooper S 5 door as well as the MINI One 3 door, the MINI Cooper 3 door und the MINI Cooper S 3 door. For open-air driving fun the MINI Cooper Convertible and the MINI Cooper S Convertible are also available.

More space, more versatility: MINI Clubman and MINI Countryman.

Both models in the premium compact segment are characterised by MINI typical style, driving fun and extended possibilities thus enabling the brand to appeal to additional customer groups within the Chinese automotive market. The MINI Clubman owes its exceptional position to its unconventional body concept with four side doors und two split doors at the rear as well as its flexible interior. The MINI Countryman is more spacious and versatile than ever before. Its robust exterior and its all-wheel drive system MINI ALL4 ensure genuine driving fun and that it remains an absolute All-rounder within MINI's model programme.

Ensuring a race track feeling during daily driving, the ultra-sporty John Cooper Works models are also enjoying a constantly growing fan base in China.

The MINI John Cooper Works Clubman will also be exhibited at the Auto China 2018. The power of its turbo engine is brought to the streets thanks to its all-wheel drive system MINI ALL4 (for the Chinese market combined fuel consumption: 7,0 l/100 km; combined CO₂ emissions: 167 g/km) as standard.

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For further details on official fuel consumption figures, official specific CO₂ emissions and power consumption of new cars, please refer to the "Manual on fuel consumption, CO₂ emissions and power consumption of new cars", available at all sales outlets, from Deutsche Automobil Treuhand GmbH (DAT), Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen and at <http://www.dat.de/angebote/verlagsprodukte/leitfaden-kraftstoffverbrauch.html>. Manual CO₂ (PDF - 2.7 MB)

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The BMW Group

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services.

The BMW Group production network comprises 31 production and assembly facilities in 14 countries; the company has a global sales network in more than 140 countries.

In 2017, the BMW Group sold over 2,463,500 passenger vehicles and more than 164,000 motorcycles worldwide. The profit before tax in the financial year 2016 was approximately € 9.67 billion on revenues amounting to € 94.16 billion. As of 31 December 2016, the BMW Group had a workforce of 124,729 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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