



Press Information  
August 28, 2007

## **2007 MINI Cooper receives top safety rating**

IIHS bestows top rating of "Good" for Frontal Offset Crash Performance

**Whitby.** The all-new 2007 MINI Cooper's crashworthiness received the top rating of 'Good' in the evaluation of offset frontal crash testing by the Insurance Institute for Highway Safety (IIHS).

MINI's strong performance comes only four months after the 2007 MINI Cooper earned a five-star Euro NCAP (New Car Assessment Programme) rating – the highest level - for crash test performance in both frontal and side impact performance. The 2007 MINI Cooper S model, of course, shares all passive safety features with its Cooper counterpart.

The Insurance Institute for Highway Safety's rating reflects performance in a 40 mph frontal offset crash test into a deformable barrier. Based on the results of testing, the Institute evaluates the crashworthiness of passenger vehicles, assigning each vehicle a rating of good, acceptable, marginal, or poor.

"MINI's state-of-the-art chassis technology, advanced safety electronics, three-point seatbelts and standard six airbags combine to make the MINI an exceptionally safe vehicle." said Stephen McDonnell, Director of MINI Canada. "We are delighted with this top IIHS rating, which reinforces the earlier Euro NCAP results and confirms MINI's leadership in passive safety in the premium small car segment."

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BMW Group Canada, based in Whitby, Ontario, is a wholly-owned subsidiary of BMW AG and is responsible for the distribution of BMW luxury performance automobiles, Sports Activity Vehicles, Motorcycles, and MINI. BMW Group Financial Services Canada is a division of BMW Group Canada and offers retail financing and leasing programs on new and pre-owned BMW and MINI automobiles, as well as retail financing for new and pre-owned BMW Motorcycles. A total network of 39 BMW

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automobile retail centres, 18 BMW motorcycle retailers, and 22 MINI retailers represents the BMW Group across the country.

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