



Press Information  
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## **MINI Canada announces 2008 Product Updates and Pricing.**

New option packages combined with a streamlined equipment list enhance value of 2008 MINI lineup.

**Whitby.** MINI Canada is pleased to announce pricing and equipment adjustments for the 2008 MINI model lineup.

Still fresh from their February 2007 debut, the new-generation MINI hatchbacks continue to gain momentum in their latest, yet ever-familiar incarnation, while the ever-popular MINI Convertible will extend its chic open-air appeal into the coming year.

### **MINI Hatchbacks**

The trio of new-generation MINI hatchback models sprint into 2008 with strategic revisions to standard and optional equipment and pricing that is lower than 2007 models.

New standard equipment on all 2008 MINI hatchbacks models includes the One-Touch Window Up feature, a welcome convenience enhancement for front-seat occupants. Model-specific changes are as follows:

- **2008 MINI Cooper**

The 2008 MINI Cooper, powered by the new-generation 1.6-litre, 118 horsepower four-cylinder engine with fully variable valve timing technology, continues to benchmark the premium compact segment.

Offering unparalleled agility, spirited performance, flexible ergonomics and exceptional fuel economy, while retaining its legendary "MINI" character traits, the MINI Cooper heads into 2008 with refinements to standard equipment and two new option packages:

- An On-Board Computer becomes standard equipment.
- Two new option packages, the Comfort Package and the Convenience Package, replace the previously offered Premium Package, offering customers enhanced customization and greater price flexibility:
  - o The new Comfort Package includes a dual-panel Glass Sunroof and Three Stage Heated Front Seats.
  - o The new Convenience Package includes a Multifunction Steering Wheel with Cruise Control, Auto Dimming Interior Mirror, Rain Sensing Windshield Wipers and Automatic Headlamps.
- The Sport Package has an option price \$400 lower than MY 2007 and no longer includes the Anthracite Headliner or White indicator lights.

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- A new Media Connect stand-alone option now includes Bluetooth Wireless Technology and USB Audio integration.
- Multifunction Steering Wheel and Cruise Control, along with Metallic Paint, and Bi-Xenon Headlights now become optional rather than standard equipment.
- Previously unavailable on the MINI Cooper, the upholstery palette has now been expanded to include Carbon Black Punch Leather, Tuscan Beige Leather, Carbon Black Lounge Leather and Redwood Red Lounge Leather – making for an exceptional array of interior choices.

The MSRP of the 2008 MINI Cooper is \$24,800 - \$1,100 lower than the 2007 model. With a fuel economy rating of 5.4 l/100km (highway), the MINI Cooper equipped with the 6-speed manual transmission also qualifies for the \$1,000 ecoAUTO government rebate.

- **2008 MINI Cooper Classic**

The 2008 MINI Cooper Classic continues to offer an impressive list of standard equipment combined with a compact option list, allowing it to lead the MINI hatchback family in value.

With the same 1.6 litre, 118 horsepower four-cylinder engine as its MINI Cooper stablemate, the MINI Cooper Classic shares the same lively performance, fuel economy, go-kart handling and “off the scale” fun factor. The MINI Cooper Classic enters 2008 with minimal changes:

- The newly-named optional Classic Convenience Package replaces the previous Premium Package and continues to include Heated Front Seats and Front and Rear Fog Lights.
- The only additional stand-alone option is a 6-Speed Automatic Transmission with Steptronic.
- The Multifunction Steering Wheel with Cruise Control is no longer available.

With a highly attractive MSRP of \$22,800, the 2008 MINI Cooper Classic is \$150 lower than the 2007 model. The fuel-sipping MINI Cooper Classic also qualifies for the \$1000 ecoAUTO government rebate when equipped with the 6-speed manual transmission, making for an unprecedented entry price to MINI ownership.

- **2008 MINI Cooper S**

The high performance member of the 2008 MINI hatchback family, the 2008 MINI Cooper S continues to flex its 172 horsepower, direct-injected and turbocharged muscle with equipment and option package revisions that make it an even more attractive choice for the driving enthusiast:



- An On-Board Computer becomes standard equipment.
- The comprehensive Technology Package and Premium Package from 2007 have been dropped in favour of three new option packages which provide significantly more alternatives to “build your own” MINI Cooper S:
  - o The new Navigation Package combines On-Board Navigation with Voice Control.
  - o The new Comfort Package includes the highly popular combination of dual-panel Glass Sunroof and Heated Front Seats.
  - o The new Convenience Package includes Auto Dimming Interior Mirror, Rain Sensing Windshield Wipers, Automatic Headlamps and Automatic Climate Control (ACC is no longer available as a stand-alone option).
- A new Media Connect stand-alone option now includes Bluetooth Wireless Technology and USB Audio integration.
- Metallic Paint, Auto Dimming Interior Mirror and Rain Sensor with Automatic Headlamps become optional rather than standard equipment.
- The Limited Slip Differential option, exclusive to the MINI Cooper S, has been repriced from \$650 to \$350 to promote not only its performance benefits, but its contribution to enhanced safety in all road conditions.

With an MSRP of \$29,900, the 2008 MINI Cooper S is \$700 lower than the 2007 model, which, with its significantly broader range of equipment configurations, reinforces its premier position in the performance category of the premium compact segment.

In addition to their newly refined equipment levels, all 2008 MINI hatchbacks continue to be equipped with an extensive range of standard equipment, including:

- Electrical Power Assisted Steering (EPAS) - which maintains traditional go-kart-like MINI agility while optimizing steering effort at low speeds.
- Available six-speed automatic transmission with Steptronic and steering-wheel shift paddles.
- Automatic Stability Control with Traction (ASC + T).
- Electronic ignition key fob with push-button starting.
- Premium 6-speaker sound system.
- Auxiliary audio input.
- Sirius Satellite radio pre-wiring.
- Ambient interior lighting that provides unique cabin illumination options - variable in five stages from warm orange to sporting blue.

All MINI hatchback models also share a passive safety pedigree which is second to none in the segment, having achieved not only a 5-Star rating in the stringent Euro NCAP crash tests, but a top score in the demanding IIHS U.S. crash test program.

The 2008 MINI hatchbacks will arrive in MINI showrooms in February, 2008.



## **MINI Convertibles**

The wildly successful MINI Cooper and MINI Cooper S Convertible duo will continue to offer the highest open-air fun quotient on the market in 2008.

- **2008 MINI Cooper Convertible**

The MINI Cooper Convertible transitions into 2008 without changes - its now classically chic and sexy coachwork, go-kart handling and 1.6 litre, 115 horsepower engine combining to provide a uniquely dynamic driving experience and head-turning appeal.

MSRP is unchanged at \$31,600.

- **2008 MINI Cooper S Convertible**

The muscular MINI Cooper S Convertible will continue to excite with its 168 horsepower supercharged engine and 6-speed transmission, adding high performance to the already undeniable allure of top-down motoring.

While the MINI Cooper S Convertible enters the 2008 model year without any standard equipment changes, the highly popular optional Sidewalk Package will add an all-new color to the already unique exterior palette - White Silver Metallic, which joins Sparkling Silver Metallic as Sidewalk-exclusive choices.

The 2008 MINI Cooper S will also continue to be available with the ultra-high performance John Cooper Works Package which mates a 208 horsepower engine conversion with chassis and brake upgrades and a limited-slip differential.

MSRP for the 2008 MINI Cooper S Convertible is unchanged at \$36,600.

The 2008 MINI Convertibles are in MINI showrooms now.

## **MINI Clubman**

As announced in our press release of July 28, 2007, the exciting new MINI Clubman is scheduled for introduction in Canada in the spring of 2008. Additional details and pricing for the MINI Clubman will be released closer to market launch.

Additional technical details and product guides for the 2008 MINI hatchbacks and MINI Convertibles can be found on BMW Press Club under the "Facts and Figures" tab.

**MINI**  
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**Corporate Communications**



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