



Media Information
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MINI Canada announces 2010 Product Updates and Pricing.

Special Editions celebrate the 50th Birthday of the MINI brand.

Whitby. MINI Canada is pleased to announce pricing and product updates for the 2010 MINI model lineup, now numbering ten distinct variants plus three new special editions, making for the strongest MINI lineup since introduction.

The MINI model range carries over into MY 2010 with minimal changes to specifications and positive price positioning. With modest or no changes in MSRP of the MINI Cooper and Cooper S models, and price/equipment repositioning on the MINI John Cooper Works models, the 2010 MINI lineup brings even more value to the exclusive package of MINI attributes of performance, safety, fuel efficiency, premium features, go-kart handling and uncompromised fun-factor.

MINI Special Editions

In celebration of the MINI brand's 50th Birthday, two special editions will join the lineup this fall – the MINI 50 Camden and MINI 50 Mayfair.

The MINI 50 Camden

Available in both MINI Cooper and MINI Cooper S variants, the MINI 50 Camden is distinguished by exclusive exterior color combinations and interior finishes, along with a unique list of special equipment. Launched in striking White Silver metallic with White or Black roof, the MINI 50 Camden, is also available in Midnight Black metallic with White or body-coloured roof, or Horizon Blue metallic with Black, White, or body-coloured roof.

The extensive list of exclusive MINI 50 Camden equipment includes:

- 17-inch Silver Shield light alloy wheels – exclusive to Camden – with 205/45 R17 performance run-flat tires.
- Bi-xenon headlights with black internal reflectors.
- Tech White Ray Leather/Carbon Black Cloth upholstery w/Sport front seats.
- Tech White Colour Line interior.
- White stitching on Steering Wheel and Green/White stitching on gearshift knob.
- Silver Lining interior trim.
- Velour Floormats with White leather piping.
- harman kardon™ Hi-Fi Sound System.
- Mission Control – an innovative entertainment system which provides the driver, via voice messages, with ongoing information on the vehicle and driving conditions.
- Glass sunroof and Heated Front Seats.
- Auto Dimming Interior Mirror.
- Rain Sensor with Automatic Headlamps.
- Media Connect – includes Bluetooth Wireless Technology and USB Audio Integration.

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The MINI Camden Special Edition package adds \$4,850 to the MSRP of the MINI Cooper or \$4,500 to the MINI Cooper S hatch and will be available only for model year 2010.

The MINI 50 Mayfair

Also available in both MINI Cooper and MINI Cooper S variants, the MINI 50 Mayfair is characterized by its own exclusive exterior and interior colors, finishes and equipment. Available exterior colours lead with Hot Chocolate – previously only available on the MINI Clubman - with White, Black or Body Coloured roof. The MINI 50 Mayfair is also available in Midnight Black with White or body-coloured roof, and Pepper White with Black or body-coloured roof.

The MINI 50 Camden exclusive equipment list includes:

- 17-inch Infinite Stream Spoke Light Alloy wheels – exclusive to Mayfair – with 205/45 R17 performance run-flat tires.
- Toffy Lounge Leather upholstery w/ Sport front seats.
- Toffy Colour Line interior.
- Bi-Colour Toffy/Black Steering Wheel, Toffy Leather Gearshift Knob and Toffy interior trim.
- Additional grill-mounted Driving Lights and 50th Birthday badge.
- Available optional Toffy Bonnet Stripes
- MINI 50 Mayfair Mirror Caps and sill plates
- Glass Sunroof and Heated Front Seats
- Auto Dimming Interior Mirror
- Rain Sensor with Automatic Headlamps.
- Media Connect – includes Bluetooth Wireless Technology and USB Audio Integration.

The MINI Mayfair Special Edition package adds \$5,000 to the MSRP of the MINI Cooper or MINI Cooper S hatch models and will be available only for model year 2010.

MINI Winter Editions

With an eye to the onset of another Canadian winter, MINI Canada will offer, for the first time and only in the production months of October and November (November through early December deliveries), a special Winter Edition of the MINI Cooper and MINI Cooper Clubman models.

The Winter Editions will come equipped with:

- An installed set of 15-inch Pirelli Winter 190 Snow Control 175/65 R15 non-runflat tires on steel rims with hubcaps.
- Heated Front Seats.

and will be available with a limited range of additional options, including:

- Convenience Package - Auto Dimming Mirror, Rain Sensor w/Automatic Headlamps and Media Connect w/Bluetooth Wireless Technology and USB Audio Integration.
- Stand alone options, including Metallic Paint, 6-speed automatic transmission w/Steptronic, Electric Windshield Defroster, White or Black roof and Mirror Caps, and Glass Sunroof.

The Cooper 5-spoke alloy wheels with 195/55 R16 all-season non-runflat tires are, of course, provided separately with the Winter Edition models, for takeaway and installation in the spring. The

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Winter Edition MINI Cooper and MINI Cooper Clubman will have an MSRP of, respectively, \$25,900 and \$27,500.

2010 MINI Cooper and Cooper S Hatchback, Clubman and Convertible

The MINI Cooper and Cooper S hatchback, Clubman and Convertible carryover into the 2010 model year with minimal changes to specifications or pricing.

- **2010 MINI Cooper Classic**

The 2009 MINI Cooper Classic continues to lead the MINI hatchback family in value with standard ABS, Dynamic Stability Control, 6 airbags for driver and front passenger, Advanced Head Protection for all occupants, all-season tires and the same lively, yet fuel efficient 1.6 litre, 118 horsepower engine and 6-speed transmission as the MINI Cooper.

The 2010 MINI Cooper Classic retains an MSRP of \$22,800, maintaining its exceptional entry price to MINI ownership.

The Multifunction Steering Wheel w/Cruise Control is now part of the optional Convenience Package.

- **2010 MINI Cooper and MINI Cooper Clubman**

The 2009 MINI Cooper and MINI Cooper Clubman , powered by the new-generation 1.6-litre, 118 horsepower four-cylinder engine with fully variable valve timing technology, continue to benchmark the premium compact segment . Both models continue to include Dynamic Stability Control, Multifunction Steering Wheel with Cruise Control, Automatic Climate Control and Front and Rear Foglights in the extensive list of standard equipment.

The MSRP of \$24,900 for the 2010 MINI Cooper hatchback and \$26,500 for the MINI Cooper Clubman a modest increase of only \$100 over MY 2009.

The popular and distinctive Earl Grey Package has been extended into MY 2010 and is now also available on the 2010 MINI Cooper Clubman.

- **2010 MINI Cooper S and MINI Cooper S Clubman**

With its 172 horsepower, direct-injected and turbocharged engine and 6-speed transmission, the 2010 MINI Cooper S and Cooper S Clubman remain the muscular stablemates to their MINI Cooper brethren.

The 2010 MSRP of both the MINI Cooper S and Cooper S Clubman remains unchanged from 2009, with MSRPs of, respectively \$29,900 and \$31,500.

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- **2010 MINI Cooper and MINI Cooper S Convertible**

Launched in spring of 2009 with all-new body/chassis, drivetrain and updated interior, the new-generation MINI Cooper and Cooper S Convertibles share the same drivetrain and performance dynamics as their respective hatchback cousins and feature a standard electrohydraulic power convertible roof that can fully retract in just 15 seconds, with a “sunroof” mode that can be operated at speeds up to 120 km/h.

The MINI Convertibles are also equipped with a newly developed rollover safety system with a one-piece rollbar of “pop-up” design which deploys electromechanically within 150 milliseconds and also deploys the seatbelt tensioners and head/thorax airbags in the event of a rollover.

The MSRP of the 2010 MINI and MINI Cooper S Convertibles remains unchanged from MY 2009, at, respectively, \$29,950 and \$36,350.

- **2010 MINI John Cooper Works, John Cooper Works Clubman and John Cooper Works Convertible**

Featuring a high-performance version of the 1.6 litre, 16 valve engine with twin-scroll turbocharger and direct fuel injection, delivering 208 horsepower, and 192 ft-lb of torque, the JCW models are also equipped with an array of race-bred equipment including high-performance brakes, sport suspension, free-flow exhaust system, a specially-modified 6-speed transmission and exclusive 17-inch Cross-spoke alloy wheels with 205/45 high-performance run-flat tires.

The MSRP 2010 MINI John Cooper Works trio undergo price and equipment repositioning to optimize purchase flexibility while maintaining product substance and appeal.

The Auto Dimming Interior Mirror (hatch & Clubman), Metallic Paint, Sport Suspension and Factory Aerodynamics Packages are optional for MY 2010.

The MSRP's of the JCW Hatch, Clubman and Convertible models decrease accordingly and are, respectively: \$36,600 (-\$1,790 vs. MY 09), \$38,400 (-\$1,590 vs. MY 09) and \$42,500 (-\$1,900 vs. MY 09).

In addition to their enhanced equipment levels, all 2010 MINI hatchbacks and Clubman models continue to be equipped with an extensive range of standard equipment, including, among others:

- Electrical Power Assisted speed-sensitive Steering (EPAS) - which maintains traditional go-kart-like MINI agility while optimizing steering effort at low speeds.
- Dynamic Stability Control (DSC).
- Electronic ignition key fob with push-button starting.
- Premium 6-speaker sound system.
- Auxiliary audio input (optional Media Connect – Bluetooth and USB Audio Integration)
- Heated exterior mirror and washer jets
- Sirius Satellite radio pre-wiring.

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and are also available with a six-speed automatic transmission with Steptronic and steering-wheel shift paddles (John Cooper Works models excluded).

All MINI models also share a passive safety pedigree which is second to none in the segment. With a partial list of passive safety equipment including front and side thorax airbags for driver and passenger, Advanced Head Protection System (AHPS) front and rear, SMART airbag deployment system and front and rear crumple zones, the MINI hatchbacks have 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 2010 MINI lineup will be on sale in MINI showrooms as of mid-October.

Complete Product Guides for the 2010 MINI lineup are posted on BMW Press Club in the “Facts & Figures” section.

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 40 BMW automobile retail centres, 19 BMW motorcycle retailers, and 25 MINI retailers represents the BMW Group across the country.

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