



Media Information
November 23, 2010

MINI Canada announces product updates and pricing for 2011 MINI lineup.

Upgraded powertrains on MINI Cooper and MINI Cooper S – extensive exterior and interior enhancements on all models.

Richmond Hill. MINI Canada is pleased to introduce the 2011 MINI lineup featuring upgraded powertrains on 2011 MINI Cooper and Cooper S models and extensive exterior and interior enhancements across the 2011 model range.

Powertrain upgrades for MINI Cooper and MINI Cooper S models.

All 2011 Cooper and Cooper S hardtop, Clubman and Convertible models benefit from extensive engineering refinements to their acclaimed four-cylinder 1.6 litre DOHC engines. Both engine variants feature reduced frictional losses from polished camshaft and main bearings, improved heat management via a switchable water pump, an on-demand map-controlled oil pump and an improved low-friction vacume pump. The subtle yet effective changes deliver not only an increase in power, but significant improvements fuel efficiency and emissions as well.

Coopers S models , in addition to these upgrades, now incorporate fully variable valve control , based on BMW's familiar VALVETRONIC system, and optimized cylinder heads, further enhancing output, fuel efficiency and emissions.

MINI Cooper models enjoy an increase in power to 121 horsepower (+3 hp) @ 6,000 rpm.

Combined with a peak torque of 114 ft/lb @ 4,250 rpm, the MINI Cooper Hatch models, equipped with the standard 6-speed manual transmission, accelerate from 0 – 100 km/h in 9.0 seconds, while the Cooper Convertible and Clubman models hit the same mark in 9.6 seconds. Fuel economy data reflects highway ratings of 5.3 and 5.6 l/100 km for the same models, respectively.

2011 base MSRP: Cooper Classic - \$23,600, Cooper - \$25,700, Cooper Clubman - \$27,350, Cooper Convertible - \$30,750.

The **MINI Cooper S** models get a bump to 181(+9 hp) horsepower @ 5,500 rpm, while torque remains a robust 177 ft/lb @ 1,500 through 5,000 rpm, with an Overboost function momentarily delivering 192 ft/lb of torque in maximum-demand situations. The MINI Cooper S Hatch, equipped with the standard 6 speed manual transmission, now jumps from 0 – 100 km/h just 7.0 seconds, with

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the Cooper S Convertible and Clubman models reaching the same speed in 7.2 seconds. Fuel economy data reflects highway ratings of 5.6 l/100 km for all three Cooper S models.

2011 MINI Cooper S models will also be equipped with a new optimized dual-mass flywheel and new self-adjusting clutch with carbon coated linings that reduces service costs, maintains consistent pedal feel and improves gear synchronization.

2011 base MSRP: Cooper S - \$30,850, Cooper S Clubman - \$32,450, Cooper S Convertible - \$36,600.

Other technical enhancements across the MINI model range include:

- New “thermal encapsulation” measures which reduce fuel consumption at cold starts via a significant shortening of the warm-up period. These engineering changes are comprised of insulation elements around the hood, firewall and side sections, and an all-round rubber seal. They also promote aerodynamic optimization, which in turn also helps to enhance efficiency.
- New anti-torque-steer programming to further refine stability under acceleration

Striking exterior enhancements for a fresh look

A range of exterior revisions keep the 2011 MINI Cooper and Cooper S lineup fresh and newly appealing, while an array of new exterior paint finishes and wheel designs complement the refreshed styling. All 2011 MINI Cooper and Cooper S models become more distinctive with new bumper covers, taillight assemblies and larger front foglights.

Highlights of new exterior elements:

- The face of the Cooper S becomes even more distinctive for 2011 with functional brake-cooling intakes with chrome surrounds incorporated into the new front apron.
- The rear of the 2011 Cooper S sports wider, chrome-trimmed dual fog lights, with integral reversing lamps.
- The 2011 Cooper sports a higher hood and new lower grille.
- New taillights with LEDs, optimise both the signalling effectiveness and contemporary appearance of the rear and brake lights on all members of the new MINI family. Standard “dynamic brake lights” flash, warning following vehicles of rapid rates of deceleration.
- Black headlight reflectors are now available as options on all Cooper S models.
- New body colors increase the appeal of the range with a brand-new Spice Orange now available on MINI Hatch and Clubman models.
- Sunroof glass is now tinted to 30% further reducing solar intrusion into the cabin.

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- An array of wheel designs is available for the MINI, MINI Clubman and MINI Convertible to complement their refreshed styling.

A myriad of Interior updates

All the models in the new MINI family come as standard with a wealth of interior features which underline their high level of quality even more strikingly than before, as well as ensuring optimized functionality.

- All of the buttons and switches (and their surrounds) on the centre console below the center speedo are now black, as are the controls and framing of the audio system display. The keypads of the optional multifunction steering wheel are also in black.
- The air conditioning controls are bordered by a chrome ring, and another chrome highlight can be found in the steering wheel.

New Optional Equipment

- **Tech Package**- available on all models except Cooper Classic, the new Tech Package introduces the highly-anticipated MINI Connected technology, adding a new 6.5" hi-resolution screen with integrated visual display, voice recognition, and a joystick controller to access all features. Both wireless and USB interfaces enables a high level of integration of the iPhone into the in-car audio and infotainment system, including audio streaming via Bluetooth, Web Radio, and display of Twitter messages. This MINI-exclusive technology provides the basis for unprecedented integration of Smartphone functions, and takes the in-car integration of modern Smartphone telecommunications, entertainment and online functions to a new level.
- **Black Headlights**- available on all Cooper S models, feature dramatic black headlight reflectors in combination with bi-xenon technology.
- **Black "Star Bullet" Alloy Wheels** - 17" with 205/45 performance runflat tires, available for all John Cooper Works models.

MINI John Cooper Works

The ultra-high-performance members of MINI family continue into 2011 with no changes to 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.

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While the MINI JCW and MINI Clubman JCW stablemates have no mechanical/technical updates for MY 2011, they do, however, incorporate the full list of exterior and interior upgrades as the rest of the MINI family.

Additional highlights for the 2011 MINI JCW and JCW Clubman include:

- Sports Leather Steering Wheel with red seams
- Handbrake and Gear Shift Gaiter with red seams
- New JCW upholstery
- Exclusive Chili Red Roof & Mirror Caps
- Optional JCW Black Bonnet stripes with Chili Red Pinstripe
- Optional 17" Cross Spoke Challenge Wheels in Black

2011 base MSRP: John Cooper Works - \$37,100, John Cooper Works Clubman - \$38,900, John Cooper Works Convertible - \$43,000.

New no-charge maintenance coverage

MINI Canada is pleased to announce that all 2011 MINI models include no-charge scheduled maintenance for three-years or 50,000 km (whichever comes first).

2011 MINI Countryman to debut in January

MINI will launch its latest and largest model, the MINI Countryman, to the Canadian market in January of 2011. The Countryman will be the fourth member of the MINI family following Hatch, Convertible and Clubman but the first to have four doors, seating for four adults and the first to offer four wheel drive. The MINI Countryman will be available in three variants: the Cooper Countryman, the Cooper S Countryman and Cooper S ALL4 Countryman equipped with all-wheel drive.

The Cooper Countryman will be equipped with the familiar but newly-upgraded 1.6-liter four-cylinder gasoline engine with fully variable valve management and an output of 121 horsepower, shared with other Cooper models.

Both Cooper S models are powered by the newly-upgraded 1.6-liter four-cylinder engine with twin-scroll turbocharger and direct fuel injection. Also featuring fully-variable valve management offering the best balance of engine power and fuel consumption in its class.

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All Countryman variants will be available with a standard six-speed manual transmission or a six-speed automatic transmission complete with manual control.

The Countryman offers more space, more practicality and more versatility than any MINI before and it will also spearhead MINI's return to the World Rally Championship in 2011.

Pricing and additional technical information for the MINI Countryman family will be provided closer to market launch.

Note: Product Guides, including MSRP and option pricing for all 2011 MINI models (except Countryman) are included as attachments with this press release.

The BMW Group

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 24 production facilities in 13 countries and has a global sales network in more than 140 countries.

The BMW Group achieved a global sales volume of approximately 1.29 million automobiles and over 87,000 motorcycles for the 2009 financial year. The pre-tax profit for 2009 was euro 413 million, revenues totalled euro 50.68 billion. At 31 December 2009, the company employed a global workforce of approximately 96,000 associates.

The success of the BMW Group has always been built 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. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last five years.

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BMW Group Canada, based in Richmond Hill, 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 and protection products 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 41 BMW automobile retail centres, 19 BMW motorcycle retailers, and 26 MINI retailers represents the BMW Group across the country.

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