



Media Information  
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## **MINI Canada announces pricing for the new 2011 MINI Countryman.**

Three MINI Countryman models to debut in January 2011.

**Richmond Hill.** MINI Canada is pleased to announce pricing for the 2011 MINI Countryman, with three versions of the MINI Countryman boosting the total MINI lineup to thirteen models.

### **MINI Cooper Countryman**

With an MSRP of \$27,850, the MINI Cooper Countryman features the recently upgraded 1.6 litre DOHC 4 cylinder engine with fully-variable valve management, producing 121 horsepower @ 6,000 rpm and peak torque of 114 ft/lb @ 4,250 rpm. Equipped with the standard 6-speed manual transmission, the Cooper Countryman accelerates from 0 – 100 km/h in 9.8 seconds, with highway fuel economy a miserly 5.6 l/100.

### **MINI Cooper S Countryman**

Debuting with an MSRP of \$32,650, the Cooper S Countryman is equipped with a newly upgraded 1.6 litre DOHC 4 cylinder engine with twin-scroll turbocharger, now also incorporating fully-variable valve management. The enhanced powerplant generates 181 horsepower @ 5,500 rpm, torque of 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 Cooper S Countryman, equipped with the standard 6 speed manual transmission, jumps from 0 – 100 km/h just 7.0 seconds, achieving fuel consumption of just 6.1l/100km.

### **MINI Cooper S Countryman ALL4**

The MINI Cooper S Countryman ALL4, with an MSRP of \$34,400, is the first MINI to offer a permanent all-wheel-drive system. Powered by the same engine as it's Cooper S Countryman stablemate, the Countryman ALL4 utilizes an electro-hydraulic differential, positioned directly on the transmission's final drive, to vary power distribution from front to rear in an infinitely-variable process. Under normal driving conditions, up to 50 percent of the engine's power goes to the rear wheels and under extreme conditions up to 100 percent, offering a new, high-traction rendition of the agile handling so typical of MINI.

With its 181 horsepower engine mated to the standard 6-speed manual transmission, the Cooper S Countryman ALL4 delivers brisk performance, accelerating from 0 – 100 km/h in 7.3 seconds, while sipping just 6.3 litres of fuel per 100 km in highway driving.

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### **Typically MINI yet uniquely Countryman**

One could not mistake the new Countryman for anything other than a MINI yet it is distinctly different to any that has gone before. It is 385mm longer than a MINI Hatch (379 mm on Cooper S models), 106 mm wider and 154mm taller.

Featuring that typical 'wheel at each corner' stance with short overhangs, the Countryman not only has larger dimensions than its cousins but also a higher ride height. This provides the commanding driving position preferred by many drivers with a 10mm higher ground clearance for soft off-road driving.

### **Typical go kart handling**

The MINI Countryman benefits from new chassis technology that affords it the best handling characteristics in its crossover segment and enables all models to exploit their performance with agility, comfortable ride quality and absolute safety.

The front suspension uses MacPherson struts and forged track control arms that, together with the multi-link rear suspension, provide safe and agile handling responses. The Cooper S Countryman has sports suspension that lowers the ride height by 10mm. Sports suspension can be specified as an option on all other Countryman models.

The other key elements of the Countryman chassis include powerful ventilated disc brakes (294mm front [Cooper S 307mm], 280mm rear,) precise Electric Power Steering that delivers responsive driver feedback and speed-related assistance as well as a host of electronic chassis aids that promote both safety and agility on the road.

### **Practical, flexible and fun interior**

Inside, the MINI Countryman is all about comfort, practicality and innovative style. The higher seating position offers better visibility for the driver and passengers, while the four wide-opening doors and high-opening rear hatch provide easy and comfortable accessibility. With the rear seats folded flat the interior provides no less than 1,170 litres of load space.

The interior is dominated by iconic MINI design characteristics such as comfortable yet grippy seats, the trademark central speedometer and neat, funky switch packs. New elements of MINI design

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language are introduced with the elliptical interior door trims that continue from the front to the rear door and back. All MINI Countryman models feature the innovative MINI Centre Rail system. In place of the conventional centre console the U-shaped Centre Rail runs from front to rear down the centreline of the Countryman, offering a range of optional fixtures including storage boxes, cup holders and a document holder.

### **Incomparable customization possibilities**

A MINI is not a MINI without the ability to customize- and the MINI Countryman is no different. With up to 11 distinct exterior colors (6 metallic and 5 non-metallic), not to mention alternate choices of roof color, 7 unique upholstery variations in 6 different colors, 10 option packages, 9 stand-alone options and 3 distinct wheels, the customization potential of the MINI Countryman, in true MINI fashion, is virtually endless.

### **5-Star NCAP safety rating**

The new MINI Countryman has also recently achieved the top 5-star score in the latest Euro NCAP crash test results. The test procedure of the NCAP (New Car Assessment Programme) is considered one of the most rigorous in the world to be applied to new vehicles. Governments, automobile clubs and consumer associations across Europe acknowledge the Euro NCAP test as the benchmark for vehicle crash safety. The test profile includes a frontal collision, a side-on crash and a side impact against a steel post. 2009 saw the introduction of further criteria with regard to electronic safety features as well as to additional injury risks in a wide spectrum of collisions. The MINI Countryman put in a convincing performance with its wide range of standard-fitted safety equipment designed to ensure highly effective occupant protection for both adults and children in various types of collision.

Among the equipment protecting the passengers inside the MINI Countryman are front and side airbags, curtain head airbags covering both rows of seats, three-point inertia-reel seatbelts for all seats and ISOFIX child seat attachments in the rear. The front seats have belt tensioners and belt force limiters, while the safety steering column of the MINI Countryman also comes with a deformation element. The body structure, restraint systems and safety electronics are perfectly coordinated to minimise the consequences of any type of collision.

The technology contributing to the MINI Countryman's active safety includes Dynamic Stability Control (DSC), which is fitted as standard. This system comprises not only ABS anti-lock brakes but also Electronic Brake Force Distribution (EBD), Cornering Brake Control (CBC), Brake Assist and Hill

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Assist. The MINI Cooper S Countryman and Cooper S ALL4 variants also come equipped with Dynamic Traction Control (DTC) and Electronic Differential Lock Control (EDLC), further enhancing stability in all weather conditions.

The MINI Countryman also has a runflat indicator as a standard feature. This system monitors the tyres and uses a visual signal in the on-board computer display to alert the driver to any tyre damage.

### **No-charge maintenance coverage**

The 2011 MINI Countryman also comes with no-charge scheduled maintenance for three-years or 50,000 km (whichever comes first), as do all 2011 MINI models.

### **MINI returns to rallying**

Following a break of over 40 years MINI will return to the World Rally Championship as a “works” team with a specially developed version of the new MINI Countryman - the MINI Countryman WRC.

The MINI Countryman WRC has been developed in accordance with the new Super 2000 regulations to be introduced in 2011 which stipulate that cars will be powered by 1.6 litre turbocharged engines and four-wheel drive. The first practical test for the MINI Countryman WRC took place in autumn 2010 in preparation for competition in selected events of the 2011 WRC, before competing in the full series in 2012.

**The 2011 MINI Countryman lineup arrives in MINI dealerships in January of 2011. Full product guides are included as attachments to this press release, along with a MINI Countryman photo library.**

### **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

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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.

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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