



Media Information
February 13, 2014.

MINI Canada announces pricing for the all-new third generation MINI.

New engines, upgraded interior and enhanced connectivity highlight unprecedented value of “The New Original”.

Richmond Hill. MINI Canada is pleased to announce pricing for the all-new MINI.

The new generation MINI is a contemporary evolution of classic MINI design, with improved features and technology previously limited to luxury vehicles. It is powered by new ground-breaking three- and four-cylinder engines and includes new comfort and safety technologies that bring MINI to the forefront of the premium small car segment. The new MINI also includes state-of-the-art connectivity and premium technology including new driver assistance systems.

The new 2014 MINI Cooper arrives with a base MSRP of \$20,990, while the 2014 MINI Cooper S debuts with a base MSRP of \$25,490.

Both models arrive at Canadian MINI Retailers this spring.

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BMW Group in Canada

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 44 BMW automobile retail centres, 20 BMW motorcycle retailers, and 29 MINI retailers represents the BMW Group across the country.

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