



## Media Information

June 9, 2014.

### The All-New 2015 MINI 5 door

More MINI, more possibilities - MINI expands model lineup with All-New MINI 5 door.

#### Richmond Hill, ON.

Just a few months after the market launch of the new MINI, the British premium brand has expanded its model range with the addition of an entirely new body variant – the MINI 5 door – for the first time in its history. It combines MINI's hallmark driving fun, the distinctive character and refinement of the third model generation and the enhanced practicality which comes with extra space. The characteristic exterior design of the original premium small car is authentically transferred to the specific proportions of the new body, with the addition of two rear doors.

With the wheelbase expanded by 72 millimetres and the body lengthened by 161 millimetres when compared to the MINI 3 door, the 5 door model provides greater freedom in terms of interior use. In the back are three separate seats, and passengers using them benefit from increased headroom of 15 millimetres and interior width increased of 61 millimetres at elbow height. In addition, the luggage compartment space is 67 litres larger than in the new MINI 3 door, with a total of 278 litres. The car's high level of versatility is also supported by the 60:40 folding split in the rear backrest. It enables the luggage compartment volume to be increased to 941 litres.

The All-New MINI 5 door will debut in the Canadian market in late 2014 in two variants – the 3-cylinder, 134 hp MINI Cooper 5 door and the 189 hp MINI Cooper S 5 door, with base MSRPs of, respectively, \$22,240 and \$26,740.

As with every other MINI, the latest generation of engines ensures an exceptional balance between driving fun and fuel consumption. This is supported by the newly developed 6-speed manual and 6-speed Steptronic transmissions, as well as extensive MINIMALISM fuel-efficiency technology. MINI's famed go-kart feeling on the road is guaranteed thanks to a model-specific version of the refined suspension technology. Dynamic Damper Control with adjustable dampers is available as an

BMW Canada Inc.  
a BMW Group Company

BMW Canada Inc.  
une compagnie  
du BMW Group  
Head Office/  
Siège social  
50 Ultimate Drive  
Richmond Hill, Ontario  
Canada  
L4S 0C8

Telephone/  
Téléphone  
(905) 683-1200

Facsimile/  
Télécopieur  
(905) 428-5668

Internet  
[www.bmw.ca](http://www.bmw.ca)  
[www.mini.ca](http://www.mini.ca)



option, which, when paired with the standard MINI driving modes, ensures a 'made-to-measure' approach to performance driving and comfort.

The MINI 5 door also benefits from the high standards of the new model generation in many other ways, including quality of materials and workmanship, safety, acoustic and NVH comfort and innovative equipment. The new display and operating concept can be supplemented with an on-board computer of up to 8.8 inches in size, fitted in the central instrument, as well as the MINI Controller with touch-sensitive surface. An optional LED light ring for the central instruments provides feedback on driving condition as well as on numerous functions activated by the driver. Other equipment available includes LED headlights, LED fog lamps and Comfort Access.

The MINI 5 door is also available with Driving Assistant, a camera-based active cruise control, collision and pedestrian warning with initial brake function, , road sign detection, Parking Assistant, rear view camera and head-up display.

The diversity of the MINI Connected in-car infotainment program is unique within the competitive field. MINI Connected keeps the MINI driver connected through a range of social and entertainment apps and is now available for both the Apple iOS and Android smartphones.

### **Exterior design: characteristic proportions, clear lines**

The new MINI 5 door is the second body variant of the new MINI, and its unique roof line and emphasis of the rear section draw attention to the extended length. The increased overall height reflects the improvement in headroom. The design pays tribute to the car's historical roots as well as being an evolution of the contemporary vehicle concept. Characteristic MINI proportions ensure a compact and powerful appearance, which underscores the agility of the newcomer.

The body of the new MINI 5 door is 3,998 millimetres long (MINI Cooper S 5 door is 4,013 millimetres), 1,727 millimetres wide and 1,425 millimetres wide. This makes the MINI 5 door 161 millimetres longer and 11 millimetres higher than the 3 door version. The width remains the same. The wheelbase has been extended by 72 millimetres to 2,567 millimetres, while the track is identical to that of the 3 door model.



Interior comfort has also been enhanced. Thanks to the extended wheelbase, rear passengers now have 72 millimetres more foot space and legroom available to them, while the increased space also provides for easier access and a third seat in the back row.

The increased vehicle height can be felt in an additional 15 millimetres of headroom. Meanwhile the car's interior width at elbow height is now increased by 61 millimetres. The luggage compartment has a volume of 278 litres, an increase of 67 litres or around 30 per cent when compared to the 3 door model.

Like all MINI models, the new MINI 5 door also has an unmistakable appearance. The body, greenhouse and roof are clearly separated from one another in visual terms. The window graphic tapers off to the rear, contributing to a dynamic wedge shape when the car is viewed in profile, and suggesting a forward thrust even when it's stationary.

The wide track and short overhangs emphasize the striking expression of the vehicle's body as it sits powerfully on top of the wheels. The athletic stature of the new MINI 5 door is underscored by a striking sill line between the front and rear wheel arches. Meanwhile, the character line below the side windows provides a dynamic downward thrust which directs attention to the large wheel apertures.

Traditional design features include the hexagonal contour of the radiator grille, the side indicator surrounds known as 'side scuttles', the circular headlights, the upright rear light clusters and the black periphery at the bottom edge of the body. The single-section chrome frame of the radiator grille brings out the hexagonal shape particularly clearly. The visual effect of the side scuttle elements and the additional headlights in the front apron is enhanced by means of striking lines on the adjacent surfaces in each case.

In the MINI Cooper 5 door, the ribs of the radiator grille and the tailgate handle are finished in White Aluminum. The bumper trim, integrated in the radiator grille and also acting as a number plate carrier, is finished in high-gloss black, while the exhaust pipe has a chrome cover.

The MINI Cooper S 5 door emphasizes its sporting nature with a honeycomb pattern in the radiator grille, an anthracite bumper trim, an additional opening in the bonnet, brake air ducts integrated in



the lower air inlets and a separate rear apron with exhaust pipes arranged at the centre. These model variants also bear a red 'S' logo with a chrome border, not only on the side scuttle elements but also on the chrome bar of the radiator grille.

**Unique within the competitive field: LED headlamps, adaptive light distribution, LED fog lamps.**

The circular headlamps are bordered by a wide chrome ring and have clearly structured light sources, with the arched turn indicators arranged in the lower section. In the standard version, the daytime driving lights and the side lights are fitted inside the additional headlights, while fog lamps are also available as an option.

The new MINI 5 door is the first car in its class to offer the option of LED headlights. The bright white units provide the light source for both low and high beam. They are also surrounded by an LED daylight driving ring, the lower section of which reaches down to the white turn indicators. Another option is that of LED headlamps with additional functions, ensuring optimum illumination of the road surface and roadside – depending on the situation and route profile. The optional fog lamps are also available in halogen or as LEDs in conjunction with LED headlights. Cars fitted with LED headlights also have LED rear lights.

There is a palette of three solid and nine metallic exterior colours for the launch of the new MINI 5 door. In all models, the roof and exterior mirror caps can be finished in a contrasting colour, white or black, as an option and at no extra cost. Roof rails for roof rack mounting are also available for the new MINI 5 door. Individual accents include white or black bonnet stripes and Chrome Line for the exterior.

**Interior design in hallmark MINI style: an innovative display and operating concept.**

Precise lines, premium colour and material combinations and modern functionality highlight how the MINI 5 door's cabin is a contemporary reworking of a design classic. The horizontal structure of the cockpit and the circular or elliptical contours of central features such as air vents, instruments and door trim are among the best-loved MINI design elements. The innovative display and operating concept is ideal for safe and intuitive use of the various driver assistance systems, infotainment and comfort functions.



The instrument cluster on the steering column displays road speed, engine speed and fuel level by means of superimposed circular instruments. The speedometer scale includes a colour panel for Check Control messages, vehicle status displays and visual indicators relating to driver assistance systems currently activated.

**Central instrument pod with a wide range of functions and exclusive lighting configuration.**

With its indicator elements and extended functionality, the hallmark MINI central instrument pod provides exceptional interaction between driver and car. Depending on the car's equipment level, the centre of its interior surface serves as a 4-line TFT display or a colour screen up to 8.8 inches in size. This provides operating feedback for vehicle functions, air conditioning, infotainment and communication, navigation maps and route directions, as well as the special graphics for MINI Connected. The selection and control of these functions is via the Controller in the centre console, which is fitted in conjunction with the Radio MINI Visual Boost, the MINI navigation system and the Professional navigation system. Rotary, pressure and shift movements as well as one-touch and bookmark buttons allow for intuitive, safe and convenient operation based on the principles of the BMW iDrive system, a ground-breaking concept throughout the entire automotive sector.

The features included with the Professional navigation system include a Touch Controller whose touch-sensitive surface enables entry of characters. The innovative display and operating concept is supported by a lighting design in the area of the central instrument which is unique to MINI. LED units around the outer edge of the circular instrument – optionally available in six colours – can respond to the current situation on the road and to specific operating procedures according to driver preference.

For example, the hand movements of the road speed and engine speed display in the instrument cluster are underpinned by parallel light impulses at the edge of the central instrument. When Park Distance Control is activated, the remaining distance to obstacles is shown by means of a ring of light which is illuminated in green, yellow or red, supplementing the graphic display. A change in the desired interior temperature is confirmed by LED units which light up in blue or red. Route guidance information provided by the navigation system is also visually supported by the illuminated ring: the



closer the car gets to the turn-off point, the smaller the lit-up area at the edge of the central instrument.

**Extended functionality and hallmark MINI diversity of colours and materials in the interior.**

The extended interior space along with numerous clever details makes the new MINI 5 door extremely functional and practical. The rear backrest with a 60:40 split can be folded down but also angled more steeply so as to create more luggage space. This enables the load volume to be increased in stages as required, from 278 litres to as much as 941 litres. The seat belt for the central back seat is integrated in the backrest. Numerous cupholders and storage facilities make it easy to take drinks and travel utensils in the car, and there is an additional storage compartment behind the trim strip on the passenger side.

A Storage Package is also available as an option, and includes a double dual-section load compartment floor, additional lashing eyes and floor net for the luggage compartment, along with map pouches for the backrests of the front seats.

Seats in a fabric/leather combination and leather finish are offered as an alternative to the standard leatherette version. The MINI Cooper S 5 door is fitted with sport seats as standard and these are available as an option for the MINI Cooper 5 door variant. The sport seats offer excellent lateral holding, as well as seat depth adjustment function. The optional leather lounge seats have a tube-like visual structure and offer top-quality upholstery for excellent comfort.

A wide range of possibilities for interior customization is offered by the model-specific selection of upholstery colours, interior surfaces, Colour Lines and other design features. These include a Chrome Line for the interior and the lighting package with LED interior lights and orange-coloured ambient lighting, as well as numerous new MINI Yours program features.

**Powerful engines with MINI TwinPower Turbo Technology.**

The power units of both the MINI Cooper 5 door and the MINI Cooper **S** 5 door, feature a twin-scroll turbocharger, direct fuel injection, variable camshaft control on the intake and exhaust side (double VANOS) and variable valve control.



The new 2015 MINI Cooper S is powered by a 2.0-litre engine with a peak output of 189 bhp maximum torque of 207 ft-lb from 1,250 rpm and is capable of sprinting from 0 – 100 km/h in just 6.9 seconds (automatic: 6.8 seconds)

The new 2015 MINI Cooper is powered by a 1.5-litre 3-cylinder petrol engine with a peak output of 134 bhp and a maximum torque of 162 ft-lb from 1,250 rpm and accelerates from 0-100 km/h in 8.2 seconds (automatic: 8.1 seconds).

**Cutting-edge manual and automatic transmissions.**

The new MINI 5 door features state-of-the-art manual and automatic transmissions . The Cooper and Cooper S models come equipped with a standard 6-speed manual transmission, characterized by low weight and improved shift comfort deriving from the use of carbon friction linings for the synchronizer rings. A centrifugal pendulum in the dual-mass flywheel compensates for torsional vibrations. This enhances the acoustic and vibrational properties of the drive system when travelling at low engine speeds, for greater fuel efficiency. A gear sensor also enables active engine speed adaptation for sporty up-shifting when accelerating and increased comfort when shifting down.

The 6-speed Steptronic transmission available for all variants of the new MINI 5 door offers improved efficiency, enhanced shift comfort and increased shift dynamics. It offers both automatic and manual shift changes in the Drive position using the gear selector switch. The new MINI 5 door also combines the 6-speed Steptronic transmission with the automatic engine start/stop function, optimizing fuel consumption. An optional 6-speed Steptronic Sports transmission with steering wheel shift paddles is available for the MINI Cooper S 5 door, offering even shorter shift times in manual mode.

MINI MINIMALISM technology comes as standard equipment and includes a shift-point display function for models with manual transmission, brake energy recuperation and needs-oriented control of the fuel pump, coolant pump and other ancillary units. Additionally, the electromechanical power steering and map-controlled oil pumps in both engines are optimized for optimum utilization.



The new MINI 5 door also leads its segment in aerodynamics with a drag coefficient (Cod value) of 0.30 (MINI Cooper 5 door,) or 0.32 (MINI Cooper S 5 door).

**MINI Driving Modes: dynamic performance and efficiency at the turn of a switch.**

MINI Driving Modes is a premium standard feature which provides an excellent basis for fuel-efficient motoring. A rotary switch at the base of the gear or selector lever is used to activate either the standard MID mode, SPORT mode or GREEN mode. In SPORT, the accelerator pedal characteristic curve and steering are switched to a more sporting set-up, as are the shift times in cars fitted with the 6-speed Steptronic transmission.

In GREEN mode, a relaxed and more fuel-efficient driving style is supported by intelligent control of energy and climate management, as well as by systems such as shift point display. In cars fitted with 6-speed Steptronic transmission it is also possible to use the coasting function. The drivetrain is decoupled at speeds of between 50 and 160 km/h as soon as the driver's foot is removed from the accelerator pedal. The new MINI 5 door then rolls at idling engine speed and at a minimum rate of fuel consumption.

**Optimized suspension technology: low weight, lots of go-kart feeling.**

The suspension technology of the new MINI 5 door retains the well-established principle of the single-joint spring strut axle at the front and the multilink rear axle, a set-up which is unique within the competitive environment.

In order to achieve a low weight and a high level of component rigidity, the front axle is fitted with aluminum swivel bearings as well as axle supports and wishbones made of high-strength steel. The front axle kinematics supports the agile turn-in response and precise steering sensation of the new MINI 5 door. High-strength steel types are also used for the rear axle. Tube-shaped stabilizers at the front and rear axle contribute to weight reduction. The innovative axle bearing benefits both ride comfort and agility.





**Dynamic Damper Control in the new MINI 5 door.**

The new MINI 5 door is available with optional Dynamic Damper Control, providing either a comfort-oriented setting or a dynamic alternative for more direct and precise handling. The compression and rebound stage are adjusted by means of electrical control of the EDC valves.

Standard features include the speed-related steering assistance system Servotronic. In addition to the ABS anti-lock braking system, Electronic Brakeforce Distribution (EBD), Cornering Brake Control (CBC) and the brake assistant, the driving stability control system DSC (Dynamic Stability Control) in the new MINI 5 door also includes a drive-off assistant, a brake dry function, Fading Brake Support and DTC mode (Dynamic Traction Control). Torque-steer compensation is also integral with EPS steering system.

When the driving stability system is deactivated (DSC Off mode), there is an electronic locking function for the front axle differential which selectively and appropriately brakes a spinning drive wheel on tight corners, redirecting the drive torque to the other wheel. This system, known as Electronic Differential Lock Control (EDLC), promotes the car's forward momentum without negatively influencing self-steering response. The MINI Cooper S 5 door also features the Performance Control system, which counteracts any tendency to understeer prior to reaching the threshold level. This supports an agile yet neutral driving response on bends.

The new 2015 MINI Cooper 5 door and MINI Cooper S 5 door come standard with 16-inch light alloy wheels. Other light alloy wheels up to a size of 18 inches are available as part of the program of options and accessories. Tires with emergency running properties are standard for safe driving.

**Low weight combined with a high level of safety and agility due to intelligent lightweight construction.**

Intelligent lightweight construction means that weight reduction in the MINI is combined with an increase in rigidity. The result is improved agility and occupant protection. In spite of the wide range of equipment, virtually all variants of the new MINI 5 door are lighter than their competitors in the segment. Highly resilient load-bearing structures, advanced deformation zones and an extremely stable passenger cell provide an excellent basis for keeping impact energy away from passengers and ensuring maximum occupant protection. The safety concept behind the new MINI 5 door is was targeted at achieving maximum ratings on all the relevant crash tests worldwide.

**Comprehensive safety technology including pedestrian protection.**

The standard safety equipment of the new MINI 5 door includes front and side airbags, as well as curtain airbags for the front and rear seats. All seats are fitted with 3-point seat belts and there are belt tensioners and belt force limiters at the front. ISOFIX child seat mountings are provided at the rear and are optional on the front passenger seat. Impact absorbers and precisely defined deformation elements are designed to minimize the risk of injury to pedestrians.

**Innovative driver assistance systems increase convenience and safety.**

The numerous driver assistance systems available for the new 2015 MINI 5 door include the MINI Head-Up-Display, which shows information relevant to the driver on an extendible monitor in the upper section of the dashboard, between the windscreen and steering wheel. The MINI Head-Up Display includes speed, navigation directions in the form of arrow graphics and junction sketches, visual signals for collision warning, display symbols generated by Speed Limit Info, Check Control messages and entertainment program details such as radio channels and song titles. The graphics on the high-resolution screen are clearly visible in all light conditions.

Other innovative driver assistance systems in the new MINI 5 door include the optional Driving Assistant. This comprises a camera-based cruise control and distance control function which automatically maintains a distance from the vehicle ahead, as well as the collision and pedestrian warning system with initial brake function. In critical situations, the driver is first provided with a visual signal in the form of a graphic symbol that appears in the instrument cluster. This is supplemented at the second warning level by an acoustic signal prompting the driver to react. In addition to this, an



automatic brake application is triggered in the case of an imminent collision with a pedestrian or a rear-end shunt, for example, in urban traffic. Here the new MINI 5 door is decelerated at medium brake force. Depending on the situation, this can either prevent an impact from occurring altogether or else significantly reduce the severity of the accident. As the automatic deceleration is activated, the driver is also given an unmistakable prompt to intervene.

Another element of the Driving Assistant is a road sign detection function, which registers and displays speed limits on the current route.

A rear view camera and Parking Assistant are also available for the new MINI 5 door. The video images supplied by the rear view camera positioned underneath the tailgate handle are shown on the display screen in the central instrument as an aid when manoeuvring and reverse parking. Parking Assistant facilitates selection and use of parking spaces parallel to the road. The system automatically detects suitable parking spaces at the roadside. As the car then manoeuvres into the chosen space, the Parking Assistant takes care of all the necessary steering movements on behalf of the driver. All the driver has to do is operate the accelerator, brake pedal and gear selection in order to manoeuvre the new MINI 5 door safely and conveniently into the parking space.

**Premium features for comfort, functionality and individual style.**

The standard features of the new MINI 5 door include electrically adjustable exterior mirrors, door sill cover strips with model-specific inscription, Colour Line in Carbon Black and the MINI Radio including AUX-IN and USB interface. These can be supplemented with a range of high-quality options in the areas of comfort, functionality and individual customization. In addition to the standard air conditioning system there is also a 2-zone automatic air conditioning system, seat heating for driver and front passenger, a panorama glass roof, a heatable windscreen, rain sensor and automatic light control, a Harman/Kardon hi-fi speaker system. A sports leather steering wheel is fitted as standard including optional multi-function buttons and cruise control.

Other options include Comfort Access, Park Distance Control, roof rails, electrically heatable and folding exterior mirrors, and both interior and exterior mirrors with automatic anti-dazzle function. For customization of the exterior and interior in typical MINI style, various decorative trims for exterior mirrors, bonnet stripes, seat upholsteries, interior surfaces and Colour Lines are all available.



**MINI Connected: Apps now also available for smartphones.**

The optional MINI Connected system is also available in conjunction with the Radio MINI Visual Boost and the MINI navigation system. It offers extensive integration of smartphones in the car, allowing the use of internet-based services in the fields of infotainment, communication and driver experience. These are provided via an ever-expanding range of apps. The MINI Connected program provided through smartphone apps includes vehicle-related functions such as Mission Control, Dynamic Music, Driving Excitement and MINIMALISM Analyser as well as online-based services such as a web radio function, the use of social networks such as Facebook, Twitter, foursquare and Glympse, the reception of RSS news feeds and entertainment features such as AUPEO!, Stitcher, Deezer, Audible, and TuneIn. With the colour display in the central instrument, all functions can be operated in typical MINI style at the same time – more conveniently, intuitively and safely than ever before. In future, selected MINI Connected Apps and MINI Connected Ready Apps supplied by third-party providers will be available not just for the Apple iPhone but also for smartphones using the Android operating system.

-30-

**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 45 BMW automobile retail centres, 20 BMW motorcycle retailers, and 30 MINI retailers represents the BMW Group across the country.

**For more information, please contact:**

Frank Strebe, Director, Corporate Communications  
BMW Group Canada  
905-428-5005 / [frank.strebe@bmwgroup.ca](mailto:frank.strebe@bmwgroup.ca)



Rob Dexter, Product and Technology Specialist  
BMW Group Canada  
905-428-5447 / [robert.dexter@bmwgroup.ca](mailto:robert.dexter@bmwgroup.ca)