

Press release
13 June 2014

Wanted: "Resale Value Giant". Found: four MINI models.

"Focus Online" publishes current ranking of models with the highest level of value retention on the German automotive market: awards go to the new MINI One, the MINI Cooper S Paceman, the MINI One Convertible and the MINI Cooper Coupé.

Munich. The MINI combination of driving fun, expressive design and premium quality is still unique - and it is helping current models of the British brand to achieve lasting appeal. This is once again reflected in the new "Resale Value Giants" ranking published in the online edition of "Focus" magazine. Here, no less than four MINI models have been recognised for their outstandingly stable value. The new MINI One, the MINI Cooper S Paceman, the MINI One Convertible and the MINI Cooper Coupé all occupy leading positions in their respective segments.

The current "Resale Value Giants" ranking in a total of 16 vehicle categories is based on analyses carried out by the Saarbrücken-based market research institute Bähr & Fess Forecasts which looks at the value stability of all new cars over the coming four years. As well as referring to specific criteria such as purchase price, vehicle properties, brand image and ratings on comparative tests and customer surveys, the experts also base their forecasts on generic factors such as the quality of competitors in the segment and general developments on the automotive market.

The new MINI One perfectly meets the requirements for a high level of demand on the used car market. Market experts forecast a resale value of 59 per cent of the current retail price for the latest generation of the British small car original in four years' time - the highest percentage value of all models listed in the new ranking. This puts the new MINI One in the lead in the segment of small cars, while the MINI Cooper S Paceman is in first position in the category "Mini SUV" with an anticipated resale value of 57.5 per cent.

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And MINI models achieve two additional top placements in the calculation of depreciation in absolute figures. The MINI One Convertible is shown to be the "Resale Value Giant" in the "Convertible" segment. In the "Coupé" category, owners of a MINI Cooper Coupé can expect the value of their car to drop the least. The sporty 2-door model is also well up on the competition in terms of its relative value retention. It is placed second in its vehicle category with a resale value of 55.5 per cent. Here a higher level of value stability is only forecast for the BMW 220i Coupé at 59 per cent.

Resale value comparison is an important guideline for potential new car customers when they make a purchase decision. After all, depreciation is a significant cost factor. MINI drivers are at an advantage here: their car not only gives them a low level of fuel consumption but also a particularly high level of value stability. Models of the British brand have regularly been placed among the "Resale Value Giants" for several years. And other independent experts likewise confirm the outstanding value stability of current MINI models. For example, the MINI Cooper S Countryman came first in its class in the "Value Master 2014" list published in the car magazine "Auto Bild" and compiled in collaboration with the market analysis institute Schwacke.



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The BMW Group

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In 2013, the BMW Group sold approximately 1.963 million cars and 115,215 motorcycles worldwide. The profit before tax for the financial year 2013 was € 7.91 billion on revenues amounting to approximately € 76.06 billion. As of 31 December 2013, the BMW Group had a workforce of 110,351 employees.

The success of the BMW Group has always been based 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.

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