



Media Information  
February 11, 2015

**MINI Cooper 3 door receives 2015 ALG Canadian Residual Value Award.**  
7<sup>th</sup> annual ALG awards honour 2015 vehicles predicted to hold value.

**Richmond Hill.** MINI Canada today announced that the MINI Cooper 3 door has received the 2015 Canadian Residual Value Award from ALG , the industry benchmark for projecting future vehicle values and depreciation data. The annual ALG Residual Value Awards honour the vehicles and brands that are predicted to retain the highest percentage of their original price after a three-year period for Premium brands and a four-year period for Mainstream brands.

The 2015 MINI Cooper 3 door received the award in the Premium Compact Car category. This the third consecutive year that MINI has earned this prestigious award, having previously placed first in the Premium Compact Car category in the ALG Residual Value Awards in both 2014 and 2013.

“We are delighted that the MINI Cooper 3 door has secured the 2015 ALG Residual Value Award for the third consecutive year,” stated Adam Shaver, director, MINI Canada, adding: “This is testimony not only to the quality and continuing appeal of MINI products, but to the inherent value which now spans two generations of the MINI Cooper model.”

Geoff Helby, Canada Regional Director at ALG , concurs, stating: “The MINI brand has long been a case study in resale retention strategies, and the Cooper's iconic styling helps to set it apart from everything else on the road. The 2014 redesign, carrying forward into 2015, brought a styling shift that is highly evolutionary, which helps to keep values of older models aloft.”

Award winners are determined through careful study of the competition in each segment, historical vehicle performance and industry trends. Vehicle quality, production levels relative to demand, and pricing and marketing strategies represent key factors that impact ALG's residual value forecasts.

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# MINI Canada

## Corporate Communications

### **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:**

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