



Media Information
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MINI Canada announces pricing for the New MINI Convertible and addition of a John Cooper Works variant.

Richmond Hill. MINI Canada is pleased to announce pricing today on its all-new 2016 MINI Convertible: the MINI Cooper Convertible will debut with an MSRP of \$27,990, while the Cooper S Convertible will have an MSRP of \$32,240. In conjunction with this announcement, MINI Canada is also pleased to introduce the fastest, most powerful convertible it has ever built, the new **MINI John Cooper Works Convertible**.

As one of the newest additions to the MINI product line, the new MINI Convertible represents the first open top MINI to be powered by BMW Group modular engines. The premium four-seater soft-top convertible is both practical and customizable, delivering unlimited open-air motoring fun. The latest generation Cooper Convertible arrives in Canada without any increase in price over its predecessor, while the Cooper S Convertible debuts with a very modest \$90 increase compared to the previous generation.

The MINI Cooper S Convertible is powered by a 2.0-litre turbocharged 4-cylinder engine with 189 hp, while the 1.5-litre 3-cylinder turbocharged engine of the MINI Cooper Convertible has an output of 134 hp. Both the standard 6-speed manual transmissions and the optionally available 6-speed Steptronic transmissions have been newly developed for the latest MINI generation.

Open Air Performance, Redefined - The new MINI John Cooper Works Convertible .

In addition to the Cooper and Cooper S models, MINI has developed its fastest, most powerful open-top yet with the new MINI John Cooper Works Convertible. Similar to the recently launched MINI John Cooper Works 3 door, the new MINI John Cooper Works Convertible is specially tuned for high performance on the track and on the road with output figures of 228 horsepower and 236 ft-lb of torque, eclipsing the predecessor JCW Convertible figures by, respectively, 10% and 23%, and propelling the new JCW from 0-100 km/h in just 6.6 seconds (vs. 6.9 seconds for its predecessor) . The John Cooper Works Convertible will debut with an MSRP of \$39,740 a decrease in price of \$1,160 vs. its predecessor, combining exception performance and value.

As with all MINI models in the product line up, the new MINI Convertible is made for individualization, with a choice of 11 exterior color options, including the new Caribbean Aqua and Melting Silver colors, and two exclusive exterior colors – JCW-only Rebel Green and the exclusive MINI Yours Lapisluxury Blue. With the

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additional availability of a number of premium seating options such as the new Malt Brown Chester leather with diamond-stitching reminiscent of classic English Chesterfield sofas, the new MINI Convertible sets the standard in the premium convertible market.

The new MINI Convertible comes equipped with a standard “Always Open Timer,” providing convertible enthusiasts with the ability to calculate the number of hours they’ve driven with the top down. It will also be available with the MINI Connected infotainment system including a 6.5-inch high-resolution screen, or an upgraded 8.8-inch display including navigation and a clever rain warning app, which notifies drivers of impending storms so they can prepare their vehicle for inclement weather.

The new MINI Convertible will go on sale in Canada in March 2016, with the John Cooper Works variant becoming available in April.

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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 45 BMW automobile retail centres, 21 BMW motorcycle retailers, and 30 MINI retailers represents the BMW Group across the country.

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