



## Media Information

October 25, 2016

### **Introducing the Biggest, Most Adventurous MINI yet: The All-New 2017 MINI Countryman.**

- First ever plug-in hybrid available on Countryman as Cooper S E ALL4 variant
- World Premiere of all three variants at Los Angeles International Auto Show
- Cooper and Cooper S go on sale in March 2017, while Cooper S E ALL4 plug-in hybrid goes on sale in June 2017

**Richmond Hill, ON.** MINI Canada is pleased to introduce today the biggest, most adventurous MINI ever, the all-new 2017 MINI Countryman. That's not all. For the first time ever, a MINI model will be offered as a plug-in hybrid, combining the best of both worlds. The MINI Cooper S E Countryman ALL4 will be powered by both a three-cylinder MINI TwinPower Turbo Technology gasoline engine and an electric hybrid synchronous motor. All three of the new MINI Countryman variants will make their World Premiere at the Los Angeles International Auto Show at a press conference on Wednesday, November 16<sup>th</sup>, at 11:50 am PDT.

The all-new MINI Countryman has been completely redesigned and reengineered from the ground up, yet still is instantly identifiable as a MINI. Now incorporating BMW Group engine technology and vehicle architecture, the all-new MINI Countryman offers an all-turbocharged engine lineup with outstanding acceleration and the go-kart driving dynamics that MINI owners have come to know and love – especially when experienced with the added traction that comes from the latest generation of ALL4 all-wheel drive. At the same time, this new architecture delivers excellent ride quality and enables the most spacious MINI interior ever.

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“The new MINI Countryman is MINI’s second entry into the Premium Compact segment in Canada and offers new levels of refinement and functionality, making it a powerful contender in this top performing market segment.” said Andrew Scott, Director of MINI Canada. “The availability of ALL4 all-wheel drive on the Cooper variant for the first time makes for a uniquely efficient and functional offer in the segment.”



### **Fun to drive**

The benefits from the BMW Group engine technology are evident across both the Cooper and Cooper S variants, with the new three-cylinder MINI TwinPower turbocharged engine on the MINI Cooper Countryman delivering 134 hp and 162 lb-ft of torque and for the first time, can be matched with ALL4 all-wheel drive. Meanwhile, with 207 ft-lbs on tap, the turbocharged four-cylinder engine on the MINI Cooper S Countryman nearly matches the torque output of the outgoing MINI John Cooper Works Countryman.

As the most adventurous MINI ever built, traction and performance in all kinds of conditions, wet or dry, rugged or smooth, straight or curvy, the new MINI Countryman benefits from the all-new ALL4 all-wheel drive system. The fully automatic system seamlessly delivers power to the wheels that grip and reacts to road conditions in as little as .25 seconds, with no action required by the driver or passenger.

### **Spacious interior**

The biggest MINI ever means more space for cargo, people and anything else needed for your next big adventure. Not only does the all-new MINI Countryman offer cavernous cargo space – an increase of 30 percent compared to the outgoing generation – but with sliding, folding rear seats, a high roofline, and an adjustable trunk floor, it offers an incredibly flexible, versatile one too. The new MINI Countryman now has more front and rear legroom, front and rear headroom and rear seat shoulderroom than many of the major competitors in its class.

### **Premium Features**

The new MINI Countryman continues the MINI tradition of offering an incredible array of possibilities for custom configuration, including an enhanced list of standard features. The new MINI Countryman will come standard with:

- MINI Drive Modes (Sport, Mid, Green)
- Electric Parking Brake
- MINI logo projection from driver's side mirror
- LED Center Instrument Ring with interactive display
- MINI Connected infotainment system with 6.5-inch high-resolution display
- Rear Park Distance Control (std on ALL4 variants)
- Rear View Camera with guidelines (std on ALL4 variants)



- Rear Park Distance Control (parking sensors)
- Bluetooth supporting Telephone, Audio Streaming, and Siri Eyes Free
- Automatic Headlights and Rain-Sensing Windshield Wipers
- 17-inch light alloy wheels (Cooper) or 18-inch light alloy wheels (Cooper S)

In addition to the standard features highlighted above, the new MINI Countryman features a number of options to improve the overall experience for the driver and passenger using a completely new generation of technology. The Wired Navigation Package includes a new 8.8-inch touchscreen navigation system, driven by MINI Connected 5.0, a redesigned and new-generation user interface and operating system, as well as Qi wireless device charging capability and MINI Find Mate Bluetooth tags.

**The option to plug-in**

The biggest, most adventurous MINI ever built will also be the most technologically advanced MINI when the brand launches its first ever plug-in hybrid model, the new MINI Cooper S E Countryman ALL4, in June 2017. Behind the scenes, a 3-cylinder gasoline engine works in tandem with a powerful electric motor to produce a combined peak output of 221 hp, with the e-rear axle enabling all-season ALL4 traction – but for drivers, Cooper S E Countryman ALL4 simply means high-tech Motoring fun.

It's the perfect vehicle for city dwellers who wish to enjoy the benefits of purely electric mobility when commuting between home and work every day, for example, while at the same time benefiting from unlimited long-distance suitability on the weekend.

**The new MINI Countryman will be on sale in Canada in March 2017, with the MINI Cooper S E Countryman ALL4 plug-in hybrid following in June 2017. MSRP will be announced closer to the on-sale date.**

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

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