



Media Information

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MINI COUNTRYMAN EARNS TOP SAFETY PICK AWARD BY THE INSURANCE INSTITUTE FOR HIGHWAY SAFETY

Richmond Hill, ON. The all-new 2017 MINI Countryman, the biggest, most adventurous MINI ever, has earned a TOP SAFETY PICK award by the Insurance Institute for Highway Safety (IIHS). The Countryman earns this designation when equipped with the optional front crash prevention system (Driving Assistant), which earned an advanced rating from the independent, nonprofit scientific and educational organization.

The 2017 MINI Countryman earned the designation thanks to good crashworthiness ratings across the board, including the small overlap front, moderate overlap front, side, roof strength and head restraint tests. The MINI Countryman also benefits from an optional advanced-rated front crash prevention system, which in IIHS track tests at 12 and 25 mph (19 to 40 km/h), the system mitigated a collision, reducing the impact speed by 7 mph (11 km/h) in both tests.

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 famous go-kart driving dynamics – 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.

The 2017 MINI Countryman is available in Cooper ALL4, Cooper S ALL4 and 2018 Cooper S E ALL4 plugin hybrid electric and John Cooper Works performance variants.

The new MINI Countryman went on sale in March 2017 at MINI dealers across Canada with the MINI Cooper S E Countryman ALL4 plug-in hybrid following in June 2017.

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

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