



## **Media Information**

**January 11, 2018.**

### **MINI at the 2018 NAIAS in Detroit.**

Extensive update for the original in the premium small car segment is the main focus of the MINI appearance at the event that traditionally kicks off the year for the automotive industry.

- British brand presents the new edition of the MINI 3 door, MINI 5 door and MINI Convertible.
- Enhances personalization options with introduction of MINI Yours Customized program.

**Richmond Hill, ON.** The new edition of the original in the premium small car segment is the main focus of the MINI Press Conference at the 2018 North American International Auto Show in Detroit. Showcased at the exhibition stand of the tradition-steeped British brand, it will be a joint premiere for the new 2019 MINI 3 door, MINI 5 door and the new MINI Convertible. Updates range from specific design modifications and innovative customization options, to an extension of the equipment program and the addition of the latest MINI Connected digital services.

MINI will also reach a new level of customization with the addition of MINI Yours Customized program. The new offering allows MINI customers to design personalized inlays for the side scuttles, trims for the passenger side in the interior, LED door sills and LED door projectors. Customers looking to take the personalization of their MINI to the next level can select, design and order the upgrade parts at the new Online Shop specially developed for the new package (**note: availability of the MINI Yours Customized program in Canada will announced later in 2018**).

### **Update for the original: the New 2019 MINI 3 door, MINI 5 door and MINI Convertible.**

At the **BMW Group's NAIAS press conference at 9:35 am local time on Monday, January 15, 2018**, Thomas Felbermair, Head of MINI USA, will present the new MINI Cooper S 3 door and the new MINI Cooper S Convertible to international media representatives.

With its product substance upgrade, the British premium automobile manufacturer highlights the mature character and distinctive charisma of the latest MINI generation. A

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black panel for the standard version of the headlights adds a striking accentuation to the front view of the new MINI 3 door, the new MINI 5 door and the new MINI Convertible, while the tail lights feature a new design in conjunction with the LED headlights. As a clear indication of the brand's British origins, the structure of the light sources – likewise in LED technology – takes the form of a Union Jack flag.

Three new metallic finishes supplement the range of body colours. The MINI Cooper S 3 door on show in Detroit is finished in Solaris Orange metallic, while the MINI Cooper S Convertible featured is in Starlight Blue metallic finish. The variant Emerald Grey metallic is also available for the first time. Another newly available option is Piano Black Exterior. All models of the latest generation also bear the new two-dimensionally designed MINI logo at the front and rear, as well as on the steering wheel, central instrument screen and remote control.

A touch of fresh interior style is provided by the variant Malt Brown for the Chester leather trim and Color Line as well as for the option MINI Yours Interior Style Piano Black illuminated: it is now also available for the MINI 3 door and the MINI 5 door. This comprises a backlit decorative strip with a Union Jack motif on the passenger side of the instrument panel.

The operating system in the MINI 3 door, MINI 5 door and MINI Convertible now includes a touchscreen function for the display in the central instrument. Telephony with wireless charging is optionally available. The new MINI Connected functions offer a variety of digital services at premium level that is unique in the small car segment. A new feature here is MINI Online, which includes current news and weather reports. In addition to Intelligent Emergency Call and MINI Teleservices, it is now also possible to use Remote Services, Concierge Service and Real Time Traffic Information. The function Send to Car enables planned routes to be sent from a smartphone and other digital touchpoints to the MINI navigation system using the MINI Connected App. Another newly available feature is Apple CarPlay preparation.

**MINI as a pioneer for individualization, digitalization and 3D printing.**

The product range offered by MINI Yours Customised will once again make the British premium brand a pioneer and trendsetter in the area of customer orientation, expansion of digital services and the establishment of innovative production processes. Individualization has always been highly valued in the worldwide MINI community. The exceptionally large diversity of special equipment and original MINI accessories already



provides customers today with comprehensive opportunities to define unmistakable accents when designing their MINI. Designing a vehicle is now enhanced to include a creative interaction between the manufacturer and the customer. In this process, MINI offers the customer an opportunity to select between different options and integrates them actively in the design process while retaining the typical MINI language of design. MINI fans are able to make a selection between different colors, patterns, surface finishes and icons when designing MINI Yours Customised products. They can also integrate their own texts and their signature into the design. This unparalleled freedom of design allows customers to transform their MINI into a unique special defined by their personal style and their own creativity. Customers can also modify their design at any time to match a change in their aspirations and adopt fresh ideas.

MINI is committed to digitalization and innovative production procedures for realizing individual customer wishes. Alongside the global web shop, a completely new distribution chain has been installed for direct sales to the customer. Equally, the 3D printing procedure has been specially tailored to the production of individual products in large numbers for the MINI Yours Customised package.

Configuration is carried out in an Online Shop dedicated to the new product range. The integrated user-friendly and flexible Customiser is the innovative centerpiece of the web shop. It has completely new design, structure and programming. The designs selected and saved by the customer will be transferred in digital form to the appropriate production facility after the order process has been completed and the data will be used there directly in the corresponding production system for the manufacture of the unique products. **(note: availability of the MINI Yours Customized program in Canada will be announced later in 2018).**

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

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