



Media Information

Best Retained Car Value: Canadian Black Book Awards MINI Countryman in the 2021 sub-compact luxury crossover segment.

The 2017 MINI Countryman is recognized to hold its value better than any other model in its segment.

Richmond Hill, April 1, 2021. In 2017, MINI launched its second generation Countryman subcompact SUV, featuring an expansive lineup for the largest and most versatile member of the MINI model family. Three model variants were presented: the MINI Cooper S Countryman, the first-ever MINI Cooper SE Countryman ALL4 – a plug-in hybrid electric variant of the popular model, and the high performance MINI John Cooper Works Countryman ALL4. Each model provided customers with the power to choose a subcompact SUV that suits their unique driving needs.

Flash forward to 2021, and we see that the British premium brand's second generation Countryman has left a lasting impression on automotive industry experts, with a Best Retained Value award in the Sub-Compact Luxury Crossover segment from Canadian Black Book. The much-desired award tracks 2017 vehicle values over a four-year period, with analysts scouring hundreds of thousands of sales transactions and other data points from live auctions, online auctions, dealership and other proprietary sources. Prizes are awarded to those vehicles that hold the highest percentage value of their original MSRP.

"The MINI Countryman is the most versatile model in our line up," said Mat Sayer, Director of MINI Canada. "It's the perfect size for a weekend of remote, off-the grid camping or urban adventures and exploration. On top of its stylish design and go-kart driving dynamics, the MINI Countryman is also built to last. Receiving the Best Retained Value award from Canadian Black Book is a winning moment for MINI retailers and customers across Canada."

MINI continues to innovate in 2021 with refreshed variants of the MINI 3 door, MINI 5 door, and MINI Convertible, featuring design and technology enhancements such as The Multitone Roof and an extensively redesigned cockpit. The MINI Cooper SE has also been refreshed for 2021, offering electrified mobility in a refreshed package.



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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 51 BMW automobile retail centres, 21 BMW motorcycle retailers, and 31 MINI retailers represents the BMW Group across the country.

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