



**Media Information**

**November 8, 2023**

**Powerful appearance and maximum performance: The new MINI John Cooper Works Countryman.**

The largest MINI comes with a high-performance engine and ALL4 all-wheel drive, making it a pure joy to drive.

**Richmond Hill, ON.** The MINI John Cooper Works models have always been known for their exhilarating performance. With its 2.0-litre four-cylinder engine, the new MINI John Cooper Works Countryman embodies this unmistakable driving experience. The new model generation of the spacious all-rounder has grown noticeably and offers even more space, comfort and safety. And thanks to its ALL4 all-wheel drive system, the Crossover is also very capable off the road.

“The MINI John Cooper Works Countryman embodies a unique combination of style, power and a sense of adventure. With its powerful engine and sporty design, it is the perfect companion for anyone looking for something special,” says Stefanie Wurst, head of the MINI brand.

The new design is characterised by an upright and minimalist silhouette, through which the new MINI John Cooper Works Countryman exudes a sense of adventure, versatility and reliability. The John Cooper Works logo has also been redesigned with a modern, clearcut look. For the first time, the logo is being used on the new MINI John Cooper Works Countryman in the classic black, red, and white colour scheme.

With its sleek design, the new MINI John Cooper Works Countryman has a drag coefficient of just 0.26, making it one of the most aerodynamic cars in its class. This helps the engine, which generates 312 hp, to accelerate the car from 0 to 100 km/h in just 5.4 seconds. The 295 lb-ft of torque and top speed of 250 km/h make for an exhilarating driving experience.

**Exceptional performance makes dynamic driving a joy.**



The standard all-wheel drive system distributes its power precisely and reliably in every driving situation. A high-performance braking system with brake calipers in Chili Red colour ensures powerful and precise deceleration. The characteristic sound of the exhaust flap system also makes the MINI John Cooper Works Countryman instantly recognisable as a high-performance model. Inside, the engine sound generated in real time enhances the emotional driving experience. An exclusive JCW sound extension boosts the sound of the engine start and intensifies the soundscape with racing-inspired engine sounds.

Optimised pistons, connecting rods and engine mounts extract maximum power from the two-litre turbo engine. An advanced, dual-drive exhaust turbocharger supercharges the engine. Together with the detuned air intake to the combustion chamber, this enables the MINI John Cooper Works Countryman to generate beefy performance and delivers an even more dynamic driving experience in every bend. The tyre diameter, which has been increased by 30 mm, is now 710 mm and the increased tyre width of 245 mm enhances the typical MINI go-kart feeling. Aerodynamically optimised 19 and 20-inch wheels, exclusive to JCW, round off the extensive range.

**Advanced assistance systems provide added comfort.**

The new MINI JCW Countryman features 12 ultrasonic sensors and four surround-view cameras in total. They support the innovative driver assistance systems and enable partially automated Level 2 driving in the comprehensive Driving Assistant Professional option package. The assistant can detect gaps in the traffic necessary for changing lanes heading towards an exit and brings the vehicle to the optimum speed for the assisted lane change. For the first time, drivers in the MINI Countryman can take their hands off the steering wheel on highway-like routes at speeds of up to 60 km/h, provided they continue to keep a close eye on traffic and remain ready to intervene at any time.

**Great stature on any terrain.**

The new MINI John Cooper Works Countryman has a bold and sporty look that reflects its performance and versatility. The exterior features a number of model-specific details that enhance its overall appearance. For example, the aerodynamic elements with vertical reflectors on the front of the car emphasise its wide stance, while the new MINI LED headlights with horizontal bars in JCW Signature Mode give the crossover a more



expressive look. The front end is also characterised by the newly designed octagonal grille in high-gloss black and the newly designed three-colour JCW logo.

The newly designed C-pillar seamlessly joins the contrasting roof in motorsport-inspired Chili Red. The roof curves down towards the rear, giving the MINI JCW Countryman an agile silhouette despite its increased height and width.

The high-contrast exterior design, combined with the Legend Grey body colour, emphasises the sporty look of the model. At the rear, the upright John Cooper Works Signature Mode tail lights frame the upright vehicle body and underline the increased width.

#### **Minimalist interior features racing DNA.**

In the interior, the new MINI John Cooper Works Countryman inspires with a reduced design. The cockpit is divided into an upper and lower section, with vertical door handles and air vents in the upper area. This emphasizes the upright and larger overall impression of the spacious crossover. The red and black colour scheme at the dashboard, along the door panels and on the high-grade JCW sports seats, is a nod to MINI's racing heritage. The dashboard is made of a two-tone textile made from recycled polyester.

The rear of the vehicle is highly versatile and spacious. The rear row of seats can be adjusted in length by up to 13 centimetres. With the rear seat folded down, even bulky items can be easily transported in the 460 litre to 1,450 litre luggage compartment.

#### **Increased functionality makes for an immersive driving experience.**

You can use the toggle switches on the MINI toggle bar to control all driving functions. The central, high-resolution OLED display is home to all the other functions. Here, you can also select the new MINI Experience Modes and set up your preferred driving ambience using specially designed backgrounds and sounds. The go-kart mode provides a particularly sporty driving experience, and you can hear the engine sound with impressive intensity in the cabin. The MINI projector on the back of the OLED display can be used to bathe the dashboard in atmospheric colour schemes and patterns that correspond to the selected Experience Mode.



In addition, you can use the voice assistant to operate numerous functions, such as navigation, telephone, and entertainment. Voice-controlled interaction takes place on the circular OLED display in the form of an animation of graphic elements, typography, and an avatar.

The all-new MINI John Cooper Works Countryman will have a starting price in Canada of \$56,290 CAD. Production for the Canadian market is set to begin in March 2024 with first units expected to arrive at dealers early May 2024.

**Please note: More Canadian-specific product information is to be released at a later 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 50 BMW automobile retail centres, 22 BMW motorcycle retailers, and 30 MINI retailers represents the BMW Group across the country.

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