

Media Information

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The all-new MINI Countryman S ALL4 – A progressive purist.

The new MINI Countryman, the largest and most versatile MINI in the New MINI Family. The first SUV for the brand, it is ideal for both city, and countryside.

Richmond Hill, ON. The enthusiasm for typical MINI driving fun knows no limits. The versatile, powerful, and spacious MINI Countryman S ALL4 offers MINI driving fun on any terrain. The new and largest MINI model combines the flexible options of a crossover with intelligent all-wheel drive. The new MINI Countryman offers noticeably more interior space. Thanks to the rear seat backrest, which can be separated at a ratio of 40:20:40, the luggage compartment offers variable storage options. It has a volume of 450 litres to 1,450 litres (Based on EU measures) and can easily transport bulky objects when the back seat is folded down.

Innovative assistance functions, including partially automated Level 2 driving and extensive digital offerings, support drivers and passengers in new ways. Thanks to an optimized drag coefficient of 0.26 - a new record in its vehicle segment, the new MINI Countryman S ALL4 is both quiet and efficient.

"With its powerful 4-cylinder petrol engine and sporty design, the new MINI Countryman S ALL4 sets new standards in its segment," says Stefanie Wurst, Head of the MINI brand.

Even more freedom thanks to intelligent all-wheel drive.

The ALL4 all-wheel drive system provides a noticeable increase in traction, safety, driving stability and agility. Thanks to its fast and precise electronic control, the power is distributed between the front and rear wheels as needed under all road and weather conditions.

The slightly increased track width and increased wheelbase form the basis for excellent driving dynamics and increase comfort. For even more driving fun on any surface, new wheel and tire combinations are available for the MINI Countryman.

Direct steering and the combination of single-joint McPherson strut front axle and multi-link rear axle guarantee the unmistakable and typical MINI go-kart feeling. To switch between city traffic and trips into nature, the chassis can be balanced and comfortable or particularly sporty. An adaptive chassis with 15 mm lowering and frequency-selective dampers is optionally available.

In Canada, the MINI Countryman S ALL4 will offer an estimated output of 241 hp and 295 lb.ft of torque with its smooth, two-litre four-cylinder turbo engine.

A new feature of MINI is the option of semi-automated driving on multi-lane routes. This allows the driver to take their hands off the steering wheel at speeds of up to 60 km/h, as long as they continue to closely monitor traffic and is ready to intervene at any time. When changing lanes, the assistant system helps by identifying the gaps in traffic that are necessary on the way to the exit. This then brings the vehicle to optimal speed and automatically initiates the lane change.

More MINI aesthetics with a reduced design language.

Regardless of the terrain — a MINI Countryman is and has always been recognizable as a MINI at first glance. The new design impresses with its particularly clear aesthetics. From the front, the vehicle is characterized by the distinct shape of the bonnet and the new octagonal front grille. MINI LED headlamps accentuate the uniqueness of the reduced design through individual signature modes that can be selected by the driver. The short overhangs and the slim outline are just as typical MINI as the stretched contrasting roof.

The wide and upright stand of the new MINI Countryman underlines its presence and solid off-road character. Vertical rear lights frame the vehicle silhouette and make the new MINI model look particularly upright and sporty.

Breaking new ground with innovative materials.

In the interior of the new MINI Countryman S ALL4, clear shapes underline the new design language. The dashboard with two-tone textile creates a new, warm and welcoming feeling of space. The panoramic glass roof brings more light into the interior, and high-quality comfort seats provide a secure and comfortable grip.

High-quality materials, innovative technology and individually adjustable lighting create an immersive driving experience. One of the highlights of the new MINI Countryman are the MINI Experience Modes. Each mode has its own design and ambient lighting. With a single command, the look and atmosphere of the cockpit is transformed. The various modes emphasize different aspects of the diverse adventurer. The new MINI Driving Sounds create a unique atmosphere that supports personal driving settings particularly emotionally with specially composed sounds.

In the cockpit of the MINI Countryman, the focus is on the high-resolution, round OLED display. With a 9.4 inch diameter and a high-quality glass surface, the instrument cluster sets a new standard. For convenient operation of the infotainment and assistance systems, the MINI Interaction Unit moved closer to the driver and passenger. With the new MINI Operating System 9, all vehicle functions can be operated intuitively via touch or voice assistants. The rear of the vehicle is highly versatile and spacious. With the rear seat folded down, even bulky items can be easily transported in the 460 to 1,450 litre luggage compartment (Based on EU measures).

Increased functionality makes for an immersive driving experience.

Drivers can use the toggle switches on the MINI toggle bar just below the OLED round screen to control important driving functions in addition to select controls on the steering wheel. The central, high-resolution OLED display is home to all other functions. Here, the driver can also select the new MINI Experience Modes and set up their preferred driving ambience using specially designed backgrounds and sounds. The go-kart mode provides a particularly sporty driving experience, and occupants 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 color schemes and patterns that correspond to the selected Experience Mode.

In addition, occupants 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 Countryman S ALL4 will have a starting base price in Canada of \$45,990. Production for the Canadian market begins March 2024 with first units expected to arrive at dealers in 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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