



MINI at the 81st International Geneva Motor Show 2011. Contents.

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1. MINI at the 81st International Geneva Motor Show 2011.

(Short version)

With its unmistakable brand identity, clear commitment to driving fun combined with exceptional efficiency, and unquenchable creativity in the development of groundbreaking vehicle concepts, MINI has secured its position as a pioneering one-off among premium small car makers into 2011. At the 81st International Geneva Motor Show 2011, the British brand is presenting not only the most diverse model line-up in its history, a further expanded range of engines and new, stylish personalisation options, but also another fascinating response to the challenges of urban mobility in the 21st century. The MINI Rocketman Concept fuses traditional values with innovative technology to redefine the brand's core principle of the creative use of space. The new study car – which boasts a unique space utilisation concept. is a

3+1-seater with 3 doors and an exterior length of 3.3 metres (10 ft. 11 in.), and is due to be unveiled to the global public on 3 March 2011 – delivers an exciting promise of personalised driving fun in major urban areas.

Increasing variety in the implementation of hallmark MINI features also defines the current range of series-produced cars that will be presented to the public at the International Geneva Motor Show up to 13 March 2011. A few months ago the MINI family swelled to include the MINI Countryman, and the successful launch of the brand's fourth model leaves it ideally placed to build on the record sales year of 2010 and continue the brand's worldwide success with unbridled vigour. The MINI Countryman demonstrates in impressive style how a distinctive type of driving fun can be opened up to new target groups through an innovative vehicle concept. MINI has also given its line-up of drive systems a further shot in the arm with the addition of a new contender. The third and most powerful diesel powerplant in the brand's engine range will be available for the MINI, MINI Clubman, MINI Convertible and MINI Countryman from spring 2011. The 2.0-litre turbodiesel unit develops 105 kW/143 hp and combines proven fuel economy with an extra dose of brio.

Adding particular emphasis to the racing-oriented driving pleasure of the MINI is the new John Cooper Works Pack, which will be available for the MINI and MINI Convertible from the second quarter of 2011. This new option includes model-specific components for the interior and exterior of the cars, giving drivers an even more focused experience of the MINI's addictive handling. Also new are the items of optional equipment from the MINI Yours product range. Unveiled for the first time at the International Geneva Motor Show 2011, these exterior and interior design options see MINI building further on its leading position in the area of personalised vehicle configurations. MINI Yours comprises a range of extremely exclusive equipment details tailored precisely to the brand's unmistakable style. One highlight at the launch of MINI Yours is the world premiere of the MINI Clubman Hampton. This special-edition model embodies the exclusive MINI Yours personalisation concept in particularly concentrated form.

MINI Rocketman Concept: urban driving fun in a new format.

The world premiere of the MINI Rocketman Concept introduces visitors at the International Geneva Motor Show 2011 to new ways of sampling urban driving fun in its cutting-edge form. The study car's characteristics are geared to the multilayered demands of a contemporary target group, whose mobility needs are shaped by their desire for driving fun, a flexible use of space and extensive connectivity with their lives outside the car. The creativity of the MINI design team once again allows them to transfer fundamental MINI features and values to a groundbreaking new vehicle concept in untarnished form.

The MINI Rocketman Concept is a compact and agile three-door car which offers comfortable accommodation for the driver, front passenger and another passenger, and can add a fourth individual seat in the rear if necessary. The capacity of the luggage compartment can be adapted to the passengers' requirements just as flexibly. The innovative door and tailgate concept developed for the MINI Rocketman Concept ensures extremely comfortable entry and uncomplicated loading, while side sills integrated into the doors allow the entry area to reach well into the interior. The two-part tailgate consists of one section which is attached to the roof and opens extremely high and a lower section which extends out of the body in the form of a drawer.

The MINI Rocketman Concept body is shaped by an avant-garde interpretation of time-honoured brand features. Innovative construction techniques allow the principle used in the classic Mini – of providing the maximum amount of room on the smallest possible footprint – to be carried over to the mobility challenges of urban areas in the 21st century. The hallmark MINI design language exudes a powerful and dynamic allure, its proportions and distinctive design features ensuring that it is immediately recognisable as a member of the brand family. Large headlights and the chrome-bordered radiator grille dominate the front end, while large wheels and the three-level structural split of body, “wraparound” greenhouse and roof resting on top give the flanks the same appearance as the MINI models already in series production. The rear lights of the MINI Rocketman Concept have a trapezoidal stirrup design, while the transparent glass roof is segmented by illuminated braces to recreate the look of Britain’s Union Jack flag.

The innovative character of the study is defined by the systematic application of lightweight design principles and a pure-bred interior geared to maximum driving fun. A carbon spaceframe construction, whose striking surface structure is visible from the outside both on the radiator grille and in the interior, forms the basis for a weight-minimising construction. Inside the car, leather covers and high-gloss painted surfaces combine with armrests and trim strips made from a special paper that has been pressed and folded into the desired structure. A wrap-around light strip at waistline height generates a particularly harmonious ambience.

The control concept for the MINI Rocketman Concept also sees the brand exploring new directions. The customary Centre Speedo houses a projection surface boasting 3D graphics presentation capability. This allows information particularly relevant to the driving situation to be displayed in the foreground. The display is operated using both the steering wheel buttons and the integrated trackball. In addition, the MINI Rocketman Concept also has a removable control element for all comfort and connectivity-related functions. This can be configured on a computer before the start of a journey, allowing the driver to transfer new music files, a navigation destination and contact details for mobile communications and internet usage into the vehicle with maximum convenience.

MINI Cooper SD: action man, economy king.

MINI is presenting another new engine variant for its current model range at the International Geneva Motor Show 2011. The latest power unit showcases a new take on the brand's traditional interplay of driving fun and efficiency. Developed for the MINI Cooper SD, MINI Cooper SD Clubman, MINI Cooper SD Convertible and MINI Cooper SD Countryman, the 2.0-litre turbodiesel engine develops 105 kW/143 hp and peak torque of 305 Newton metres (225 lb-ft). The increased pulling power of the most brawny of the now three-strong MINI diesel engine line-up enables the MINI Cooper SD to cover the sprint from 0 to 100 km/h (62 mph) in 8.1 seconds. The new model variant also continues in the impressively frugal vein of its stablemates with fuel consumption of 4.3 litres per 100 kilometres (65.7 mpg imp) in the EU test cycle, accompanied by CO₂ emissions of 114 grams per kilometre.

The engine also expresses its sporting credentials in the form of a resoundingly sonorous soundtrack when the driver pushes on into higher rev bands. In addition, the MINI Cooper SD can be identified by a selection of eye-catching design features: the large air intake, the air scoop on the bonnet, twin tailpipes positioned in the centre of the rear apron and a roof spoiler strike stylistic parallels with the most powerful petrol variant in the range, the MINI Cooper S.

The number of MINI models available with a six-speed automatic gearbox will also be extended from spring 2011. Customers will be able to specify this gearbox as an option for all models powered by the new diesel engine (available from the launch of the new variant). And the automatic will now also be available for the MINI Cooper D, MINI Cooper D Clubman, MINI Cooper D Convertible and MINI Cooper D Countryman.

Developed with racing expertise: the John Cooper Works Pack.

The John Cooper Works Pack will be presented at the International Geneva Motor Show 2011 as an additional option for racing enthusiasts. It is due to be available for the MINI and MINI Convertible from the second quarter of 2011 and includes model-specific components for the interior and exterior.

An aerodynamics package, 17-inch light-alloy wheels and the addition of the traction mode DTC (Dynamic Traction Control) to the driving stability system

DSC (Dynamic Stability Control) give the outstanding handling characteristics of both models an even more focused quality. Meanwhile, features such as the John Cooper Works sports leather steering wheel and John Cooper Works door entry strips lend the interior a more finely honed sporting edge.

MINI Yours: the exclusive route to personalisation.

The Geneva show also sees MINI launching a distinctive new range of options. The MINI Yours products introduce customers to extremely exclusive ways of configuring their MINI to both their personal preferences and the distinctive style of the brand. These exterior and interior design options faithfully reflect the heritage of the brand and highlight the designers' appreciation of premium quality and eye for creative ideas.

Among the features of MINI Yours are unusual paint finishes, upholstery variants and interior colours, stylishly compiled equipment packages and limited-run special-edition models. To mark the world premiere of MINI Yours, an exclusive special-edition version of the MINI Clubman encapsulates the character of the new product range. The MINI Clubman Hampton stands out with its innovative colour and materials concept and top-quality specification. Its special features include the newly developed Reef Blue paint finish, exclusive light-alloy wheels and specifically designed seats in Lounge Leather upholstery. Inspired by a southwest London suburb, the MINI Clubman Hampton picks up on the tradition established by the success of earlier special-edition models like the MINI Park Lane, MINI Checkmate and MINI Convertible Sidewalk.

With the MINI, MINI Clubman, MINI Convertible and MINI Countryman, the extended range of engines, and the addition of the MINI Yours and new John Cooper Works products to the options list, the International Geneva Motor Show 2011 sees MINI presenting its most diverse range of options yet for driving fun tailored precisely to individual needs and preferences. Petrol engines with four different outputs and a spread of three diesel units are now available for the MINI alone. Added to which, the successfully introduced MINI Countryman now also combines the brand's characteristic go-kart feeling with ALL4 all-wheel drive.

Regardless of the model, engine and equipment specified by individual owners, every MINI displays the brand's hallmark characteristics based on both traditional values and cutting-edge attributes. As the first and still only manufacturer of independently developed premium small cars, MINI uses a unique blend of expressive design, advanced technology, efficiency and quality to meet the demands of personal mobility in urban areas and beyond. Its outstanding creativity and innovative power, furthermore, give the brand the perfect platform to achieve sustained success with new yet typically MINI vehicle concepts developed for active and lifestyle-oriented target groups.

2. At a glance.



- **World premiere: the MINI Rocketman Concept.**

Compact on the outside, but big on the inside, the “creative use of space” principle so beloved of the MINI brand enters a new dimension with the MINI Rocketman Concept. As a 3+1-seater with a vehicle length of little more than three metres (approx. 10 ft.) the concept study presented at the International Geneva Motor Show 2011 offers new and innovative ways of generating maximum interior versatility within the smallest possible exterior dimensions – and offering unbeatable driving fun in the process.

The MINI Rocketman Concept implements the traditional principles of the classic Mini through the application of innovative ideas.

The MINI Rocketman Concept captures the imagination as a vision of urban mobility in the future through features such as its innovative seating and door concept, groundbreaking technologies for connecting its occupants with the outside world, and the lightweight structure of its body. The design of the study applies a new interpretation of the characteristic MINI design language to make both its identity as a MINI family member and its innovative power immediately clear.

- **World premiere: the MINI Cooper SD.**

The introduction of the MINI Cooper SD in spring 2011 will give the brand's model range its third and most powerful diesel variant yet. The latest addition to the line-up is a 2.0-litre engine developing 105 kW/143 hp and peak torque of 305 Newton metres (225 lb-ft), and will give the MINI, MINI Clubman, MINI Convertible and MINI Countryman even stronger power development combined with exceptionally low fuel consumption. The MINI Cooper SD sprints from 0 to 100 km/h (62 mph) in 8.1 seconds and, fitted as standard with MINIMALISM technology, achieves average fuel consumption of 4.3 litres per 100 km / 65.7 mpg imp (CO₂ emissions: 114 g/km) in the EU test cycle. The sporting character of the most powerful diesel variant in the range is also easily identifiable from the outside, with a

large air intake, striking air scoop on the bonnet, roof spoiler and twin exhaust tailpipes delivering a clear message.

- **World premiere: John Cooper Works Pack for the MINI and MINI Convertible.**

Customers seeking new ways of further enhancing the brand's hallmark driving fun and giving visual expression to their enthusiasm for motor sport need look no further than the John Cooper Works Pack developed for the MINI and MINI Convertible. Among the features of this new factory-fit option are an aerodynamics package, 17-inch light-alloy wheels and special interior design details. Plus, the traction mode DTC (Dynamic Traction Control) is added to the standard-fitted stability system DSC (Dynamic Stability Control), as is EDLC (Electronic Differential Lock Control) – the electronically controlled locking function for the driven axle differential.

- **World premiere: MINI Yours and the MINI Clubman Hampton.**

Individuality is all part of the MINI character – and now the brand has introduced a highly exclusive new way of turning your car into a personally configured one-off. The factory-fit options from the MINI Yours product range combine quality and style with familiar MINI flair, helping to give the car a particularly expressive presence. Scheduled for launch in spring 2011, the MINI Yours range includes wonderfully expressive exterior paint finishes, upholstery variants and interior colours, as well as studiously configured equipment packages. Added to which, a limited-edition version of the MINI Clubman will be presented to mark the premiere of MINI Yours. The MINI Clubman Hampton embodies the unmistakable style of MINI Yours through carefully selected and precisely coordinated design features.

3. Driving fun in a new dimension: The MINI Rocketman Concept.



The creation of innovative concepts for urban mobility has seen MINI grow into the successful brand we know today. A constant stream of new ideas from its beginnings more than 50 years ago to the present day have ensured that driving fun has continued to grow even though space on our roads has become ever tighter. Underpinning this success has been the creative use of space, a principle that enters new territory with the MINI Rocketman Concept. The study car, which will be revealed to the public worldwide for the first time at the International Geneva Motor Show (3 – 13 March 2011), harks back to the classic Mini in terms of its exterior dimensions, while its technology points to the future of automotive design. A 3+1-seater with 3 doors and a length of just over 3 metres (approx. 10 ft.), the MINI Rocketman Concept responds to the fundamental requirements of mobile lifestyles in the big cities of the future by pooling the brand's core values in concentrated form. Ingenious functionality, smile-inducing agility, exceptional efficiency and irresistible design come together into an extraordinarily attractive and groundbreaking, yet typically MINI, subcompact car concept for the premium segment.

Displaying both an awareness of tradition and talent for innovation, the MINI design team developed the vision of a car that takes up impressively little space on the road but boasts an enviably spacious interior.

The MINI Rocketman Concept therefore carries over the classic virtues of the brand into a pathbreaking vehicle concept. It offers a fresh interpretation of unmistakable MINI design features, and uses cutting-edge construction and manufacturing technology to create unique solutions in body and interior design.

The innovative character of the study is defined by the systematic application of lightweight design principles and a pure-bred interior geared to maximum driving fun and unbeatable variability. A carbon spaceframe construction, whose striking surface structure is visible at the front end of the car, around its doors and in the interior, forms the basis for a weight-minimising construction. Indeed, the MINI Rocketman Concept offers the ideal platform for achieving

outstanding efficiency. To this end, it is designed to allow the integration of a drive system which combines further enhanced sprinting ability with average fuel consumption of just three litres per 100 kilometres (94 mpg imp).

Wide-opening doors with double-hinge joints and integrated sills facilitate entry into the MINI Rocketman Concept. The lightweight seats are contoured in customary MINI style and can be arranged in a variety of different positions. This allows owners to choose between maximum driving fun two-up, a comfortable amount of room for three occupants, or even an exceptionally efficient division of space accommodating four seats.

The capacity of the luggage compartment can be adapted to passenger requirements just as flexibly. The two-part tailgate consists of one section which is attached to the roof and opens extremely high, and a lower section which extends out of the body in the form of a drawer.

The operating logic of the MINI Rocketman Concept is also geared to the multi-layered demands of a contemporary target group, whose mobility needs are shaped by their desire for driving fun, flexible usage possibilities and extensive connectivity with their lives outside the car. The central control unit can be taken out of the car and configured on a computer before the journey begins to update navigation destinations, the music playlist or contact details for mobile communications.

Body design: hallmark MINI design language in particularly concentrated form.

The MINI Rocketman Concept body is shaped by an avant-garde interpretation of time-honoured brand features. Innovative construction techniques allow the principle used in the classic Mini – of providing the maximum amount of room on the smallest possible footprint – to be carried over to the mobility challenges of urban areas in the 21st century. The MINI Rocketman Concept measures 3.419 metres (approx. 11 ft. 3 in.) in length, adding just a few extra centimetres to the front and rear of the brand's founding father born in 1959. The new study is 1.907 metres (approx. 6 ft. 3 in.) wide, including the exterior mirrors, and stands 1.398 metres (approx. 4 ft. 7 in) tall. Its proportions also display clear symmetries with both the classic Mini and the brand's present-day line-up. The brand's familiar appearance is therefore concentrated into a

new set of dimensions, with the concept for a new vehicle segment remaining unmistakably recognisable as a MINI.

The interpretation of the characteristic MINI design language chosen for the study car also exudes a powerful and dynamic allure. Tightly contoured surfaces, large wheels and a basic form dictated by straight lines help give the MINI Rocketman Concept a resoundingly solid structure. In addition to its telltale proportions, a sprinkling of distinctive design features ensure that its brand affiliation is immediately clear. Large, circular headlights and a radiator grille with chrome surround dominate the front end. While the exterior contours of the headlights fit the familiar visual template, their inner structure has been further developed for the new study. The centrally positioned LED units generating full beam are bordered by an eye-catching light ring for dipped-beam mode. Direction indicators integrated into the headlight units are a feature shared with the current range of series-produced MINI models.

The dimensions of the headlights reflect those of the current MINI, which means they come across as particularly large when set against the smaller face of the study car. As stand-out features of MINI design they symbolise the core values of the brand, which remain reassuringly intact in the new vehicle concept represented by the study.

In the area surrounding the headlights and around the front apron and radiator grille, sections of the carbon spaceframe are visible alongside the painted and chromed surfaces. Its striking surface structure serves as a reminder of the study's innovative construction blueprint.

Powerful silhouette, innovative door concept.

Large wheels and the three-level structural split of body, "wraparound" greenhouse and roof resting on top give the flanks the same appearance as the MINI models already in series production. The windows taper as they extend back towards the rear, emphasising the body's dynamic wedge shape and offering an immediate hint of the vehicle's sporty and agile character. The high waistline, accentuated on the MINI by a chrome frame ringing the vehicle, takes the form of a light strip on the MINI Rocketman Concept and throws the study's powerful silhouette into even sharper focus.

The study's 18-inch wheels likewise leave no doubt that the sure-footed roadholding and sporty handling properties of a MINI can also play a key role in a car with smaller dimensions. The weight-saving wheels specially developed for the MINI Rocketman Concept have an aerodynamically highly effective, enclosed surface structure. And the carbon wing contour of the directional wheels also helps to reduce drag. An aluminium trim strip on the wheel rim adds an attractive stylistic touch.

Among the car's key design and functionality-related innovations are the two side doors. Their length and the specially designed arrangement of the door sills allow extremely comfortable access to all the seats in the MINI Rocketman Concept. When opened, the doors pivot outwards complete with their sills, enabling the driver and front passenger to climb in right next to their seats and get settled in comfort. Entry to the rear seats is also made much easier by the car's unusual door concept. The carbon spaceframe construction, together with the impressively high torsional stiffness of the underbody structure, allows the arrangement of the side sills to be combined with extremely high body rigidity.

In addition, an extremely sophisticated opening mechanism ensures easy access into the car, even in tight parking spaces. The front-hinged doors have a double-hinge joint, which also allows a large opening angle when space is restricted. The innovative character of this construction element is also evident when the doors are closed, the carbon hinges standing out visibly in form and colour from the rest of the body. The MINI Rocketman Concept thus takes a stylistic cue from the classic Mini, whose exterior-mounted door hinges also went on to become an identifying characteristic.

Projector-style rear lights, transparent and illuminated glass for the roof.

The rear lights of the MINI Rocketman Concept have a trapezoidal stirrup design – into which all the light functions are integrated – and work using projector technology. The lamp assembly projects the rear and braking light and the light for the direction indicators onto the car body. The high-output LED units used for the lights ensure that even this indirect illumination concept produces the accustomed intensity of light that is necessary for safety.

The roof of the MINI Rocketman Concept also puts on an extraordinary light show. The full-surface glass roof is segmented by illuminated braces to recreate the look of Britain's Union Jack flag. When not illuminated, the longitudinal, horizontal and diagonal braces glow a bright Porcelain White. In darkness the integrated optical fibres give the interior of the MINI Rocketman Concept a pleasantly indirect illumination and, as a result, a more effective nocturnal appearance.

The bright colour of the roof and mirror caps – likewise painted Porcelain White – create an attractive contrast to the Bermuda (a warm shade of grey) of the body. The areas of carbon visible at the front end and around the doors add further striking touches.

Split tailgate with drawer and integrated rear cargo carrier.

The MINI Rocketman Concept also uses creative design and innovative technical solutions to open up new layout options for the luggage area. This enhances the versatility of the existing space and means it can be used more efficiently. The split two-part tailgate consists of one section which is attached to the roof and opens extremely high and a lower section which extends out 350 millimetres from the body in the form of a drawer unit. The drawer represents the further development of the downward-opening tailgate seen on the classic Mini. This construction principle allows room to be made for pieces of luggage and travel items even when the car is carrying four occupants. The MINI Rocketman Concept literally grows as a vehicle when it's time to start loading up the gear.

An intelligent folding mechanism makes it possible to lock the cargo drawer of the MINI Rocketman Concept either higher up or further in towards the passenger compartment, as the loading scenario demands. This allows loads to be transported out of sight and protected from the weather. If required, items can also be loaded through into the passenger compartment. In addition, the open-top cargo drawer can also serve as a rear luggage carrier. Here, purpose-built inserts make it easier to transport snowboards and other bulky items of sports equipment. Added to which, the glass tailgate, which extends well into the roof, helps to enhance loading flexibility. It is connected with the body via a centrally positioned hinge with integrated gas strut system, which also allows it to be opened when the rear carrier is loaded with gear.

Seat concept: the ideal position for every mobility requirement.

The arrangement of the seats and control elements in the passenger compartment of the MINI Rocketman Concept ensures maximum versatility for the widest possible range of mobility needs. The low-weight seats, which are traditional MINI in form, offer a high level of comfort and optimum lateral support even for sporty drivers. The amount of space for the driver and passengers can be varied as required. Three individual seats slide fore and aft, allowing a high level of comfort with generous head, leg and shoulder room. There is also an additional seat in the rear, whose backrest can be folded down fully to serve as a stowage surface.

Three mobility scenarios have been developed to define the real-life usage possibilities offered by the interior of the study. In a layout designed specially to enhance a sporting driving experience, the MINI Rocketman Concept offers just the right amount of space for the driver and front passenger. The front seats are pushed back as far as possible and the instrument cluster also slides fore and aft to provide the ideal position for a full-blooded driving experience.

If an additional passenger joins the two already on board, the front passenger can move his seat forward again to take a position slightly further forward than the driver. In this configuration, the front passenger's legroom is reduced to standard MINI levels to accommodate an equally generously sized rear seat behind him. The MINI Rocketman Concept also offers a practical solution for travelling with four people. Once the driver has returned both his seat and the instrument cluster to the standard position, a second rear seat allows a fourth person to climb aboard for shorter journeys, at least.

Innovative mix of materials, hallmark MINI design.

The impressive variability of the interior is complemented by a pure-bred design which spotlights both the unmistakable style of the brand and the study car's pioneering technology. The intention behind the selection of materials and interior trim structure was to create a feeling of contemporary functionality and lightness. To this end, the carbon structure of the body frame has been left exposed in the footwells and around the centre console.

A fresh interpretation of customary MINI design features emphasises the further development of the brand's characteristic design language inside the

study car as well. The door panels house the door pulls and the stowage compartments, which feature trim elements whose elliptical form reaches past the B-pillar into the rear compartment. The surface design therefore offers a stylistic nod to the variable division of space and shared driving experience provided by the MINI Rocketman Concept interior.

Inside the car, leather covers and high-gloss painted surfaces combine with armrests and trim strips made from a special paper that has been pressed and folded into the desired structure. The trim strips are backlit by LED-powered fibre optics. Plus, a light strip that wraps around the interior at waistline height generates a particularly harmonious ambience.

**Innovative operating concept: trackball on the steering wheel,
3D-effect graphics in the Centre Speedo.**

An operating concept developed for the MINI Rocketman Concept brings together principles from the MINI design handbook, innovative new functions and a pioneering operating system to serve up even greater driving fun over both short and long journeys. A cockpit instrument, positioned above the steering wheel and therefore directly in the driver's field of view, houses the rev counter and on-board computer display. The large-format Centre Speedo with peripheral speedometer and multifunctional colour display also adheres to the system logic familiar from the current range of series-produced MINI cars as far as display arrangement is concerned. The development of the rigorously applied display/control element separation principle, meanwhile, has been taken to the next level.

In addition to multifunction buttons on the steering wheel, the current MINI also has a joystick on the centre console for operating vehicle-related, navigation, entertainment and communications functions. By contrast, the MINI Rocketman Concept concentrates all the control elements on the steering wheel. This reflects an ongoing commitment to the concept of simple and intuitive operation, and means that the driver can operate more functions than ever while keeping both hands on the steering wheel at all times.

A press of the thumb on the relevant multifunction buttons on the left-hand steering wheel spoke is all that is required to use front-line controls such as the volume for the audio system and the call pick-up function for incoming

telephone calls. In addition, a trackball is integrated into the right-hand steering wheel spoke. Inspired by computer operating, this element allows the driver to control an impressively wide range of processes. For example, to navigate through the menu levels the driver turns the trackball horizontally, while vertical movements allow him to scroll up and down lists. The driver then selects the desired function with a press of the trackball. With selected functions such as in-car internet, the driver uses his thumb to move the cursor around the display in any direction.

The graphics in the colour display of the Centre Speedo are more diverse, higher quality and sharper than ever. High-resolution 3D-effect graphics open up new possibilities in the need-based selection of functions using the trackball and display. According on the driver's preference and the driving situation, particularly relevant displays and alerts are moved into the foreground, while the remaining status displays remain visible on a display level further back. This makes it significantly easier to move quickly and intuitively between the navigation map display, music programme selection and telephone contacts list.

Flawless connectivity and new ways of personalising the car configuration.

The navigation, communications and entertainment systems in the MINI Rocketman Concept represent the consistent further development of the functions already available through MINI Connected in current series-produced MINI cars. Intelligent connectivity turns the car into a mobile element of the driver's personal lifestyle. Internet-based services for communications, integrated navigation and an almost limitlessly expandable entertainment programme play a key role in maximising driving fun, comfort and safety. With the control elements developed for the MINI Rocketman Concept, personalised usage of these functions reaches a new level. The removable control unit (for comfort and connectivity functions) integrated into the Centre Speedo can be configured on a computer before the start of a journey, enabling the driver to transfer new music files, a navigation destination and contact details for mobile communications and internet usage into the vehicle with maximum convenience.

These innovative control systems allow driving fun in a MINI to become an integrated component of the driver's personal lifestyle more than ever. Indeed, information, images, data, contacts and media can be made available in digital form for mobile usage anywhere – at home, at the workplace or while on the move. Known as the MINI Rocketman Concept Seed, the mobile control unit stores telephone numbers and email contacts, as well as navigation data, internet addresses and full websites or messages from online social networks, music files, photos and videos. This provides a direct route into the MINI for additional sources of driving fun in the shape of new destinations, important contacts, up-to-date information, exciting sounds and powerful images. In the opposite direction, this extended connectivity can also enrich everyday life outside the car; for example, new contact details from telephone calls or online connections can also be made available outside the car via the MINI Rocketman Concept.

MINI Rocketman Concept: compact dimensions, new format, the usual driving fun.

The MINI Rocketman Concept once again brings the traditional principles of the classic Mini onto the road through the introduction of innovative ideas. The creativity of the MINI design team enables them to transfer fundamental MINI features and values into a groundbreaking new vehicle concept in untarnished form. As a vision of the urban mobility of tomorrow, the MINI Rocketman Concept captures the imagination with its unflappable charisma, surprising variability and lifestyle-oriented functionality, and provides the ideal platform for agile and efficient driving characteristics.

While the study showcases a new format, MINI still remains true to its bloodline. More than 50 years ago the brand's first car triggered a revolution in the small car segment. The classic Mini met the needs of urban mobility more comprehensively than any other vehicle before it, while at the same time offering the driving fun and individual style that sealed its legendary status. Today MINI continues to fulfil – in its own unique way – the desires of demanding target groups with a sense for the creative use of space, inspiring handling and premium quality. The MINI Rocketman Concept offers a glimpse of how these features may look in the future. Using innovative technology and creative solutions, the study reflects the brand's unsurpassed expertise in the

development of vehicle concepts that provide maximum interior versatility within minimal exterior dimensions – and all while delivering unbeatable driving fun.



4. Sporty by appearance, economical by nature: The MINI Cooper SD.

The MINI Cooper SD, launching in spring 2011, will be the most powerful diesel variant yet in the MINI line-up. The new 2.0-litre engine developing 105 kW/143 hp – available for the MINI, MINI Clubman, MINI Convertible and MINI Countryman – will drum up even more power yet burn extremely small amounts of fuel.

The new MINI Cooper SD slots into the range above the MINI One D with 66 kW/90 hp and MINI Cooper D developing 82 kW/112 hp as the most powerful diesel MINI. Its 2.0-litre four-cylinder turbodiesel unit produces maximum output of 105 kW/143 hp at 4,000 rpm. A stand-out characteristic of the new diesel is its mighty pulling power, which remains on tap even under heavy loads; maximum torque of 305 Newton metres (225 lb-ft) is available between 1,750 and 2,700 rpm. Add this to the excellent balance between output and fuel consumption familiar from the other models in the MINI family plus extraordinary power development for a four-cylinder engine, and the MINI Cooper SD has all the tools the sporty driver could ever need.

Special turbocharger generates instantaneous power development, MINIMALISM delivers exceptional fuel economy.

In its basic construction, the new 2.0-litre diesel fits the same template as the 1.6-litre units fitted in the MINI One D and MINI Cooper D. Its all-aluminium crankcase helps to keep the weight of the engine as low as possible, while the turbocharger with variable intake geometry develops the right level of power at all engine speeds. The engine in the MINI Cooper SD has a model-specific and extremely powerful turbocharger controlled by the engine management system, while common-rail direct injection with solenoid-valve injectors positioned centrally in the cylinder head ensure that the fuel is fed in extremely precisely and efficiently. The injection system works with maximum pressure of 1,600 bar and ensures optimum mixture preparation in the combustion chamber.

The new MINI Cooper SD is also fitted as standard with an extensive range of MINIMALISM technology. In addition to the engine's efficiency, features such as Brake Energy Regeneration, the Auto Start/Stop function, Shift Point Display, Electric Power Steering and the need-based operation of ancillary components help to achieve outstanding fuel economy for this output class.

Sporty character, distinctive engine sound, eye-catching design.

To ensure that its emissions are as clean as possible, the MINI Cooper SD is fitted with a diesel particulate filter and an oxidation catalytic converter. No extra use of additives is required to clean the particulate filter. And, as with all current MINI models, the new diesel variants meet the EU5 exhaust emissions standard. Comfort levels on the move, meanwhile, are aided by the four-cylinder engine's low vibrations and harmonious acoustic properties; here, the particularly sonorous soundtrack of the MINI Cooper SD unit when pushing on through higher revs lifts it above its two diesel stablemates.

The 2.0-litre powerplant demonstrates its sporting credentials in the MINI Cooper SD with acceleration of 0 to 100 km/h (62 mph) in 8.1 seconds and a top speed of 215 km/h (134 mph). This outstanding level of efficiency is reflected in average fuel consumption in the EU test cycle of 4.3 litres per 100 kilometres (65.7 mpg imp) and CO₂ emissions of 114 grams per kilometre. The new MINI Cooper SD Clubman reaches 100 km/h (62 mph) from a standstill in 8.6 seconds and likewise has a top speed of 215 km/h (134 mph). The average fuel economy of the MINI Cooper SD Clubman is 4.4 litres per 100 km (64.2 mpg imp), while CO₂ emissions stand at 115 g/km. The MINI Cooper SD Convertible, meanwhile, highlights its sporting potential with a 0 to 100 km/h (62 mph) time of 8.7 seconds and a maximum speed of 210 km/h (130 mph). Its extra dose of driving fun combines with average fuel consumption of 4.5 litres per 100 km (62.8 mpg imp) and CO₂ emissions of 118 g/km.

In the MINI Countryman this extra-sporty diesel engine teams up with either front-wheel drive or the all-wheel-drive system MINI ALL4.

The MINI Cooper SD Countryman sprints from 0 to 100 km/h (62 mph) in 9.3 seconds, the MINI Cooper SD Countryman ALL4 in 9.4 seconds, on the way to top speeds of 198 and 195 km/h (123/121 mph) respectively. The front-wheel-drive MINI Cooper SD Countryman has fuel economy of 4.6 litres

per 100 km (61.4 mpg imp), the all-wheel-drive variant achieves 4.9 litres per 100 km (57.7 mpg imp). CO₂ emissions are 122 and 130 grams per kilometre respectively.

The models fitted with the new diesel powerplant come as standard with a six-speed manual gearbox, whose ratios are carefully tuned to the engine's performance characteristics to enable powerful and silky-smooth acceleration. A ready-to-drive weight of 44.8 kilograms (98.7 lb) makes this the lightest gearbox of its kind, and it also sets a new benchmark in the MINI segment with its short shift travel and impressively precise action. A six-speed automatic gearbox will also be available from launch as an option. With its exceptionally short shift times and direct "target gear" finding capability on downshifts, the automatic also enhances the sporting character of the MINI Cooper SD. The six-speed automatic will be available for the MINI Cooper D, MINI Cooper D Clubman, MINI Cooper D Convertible and MINI Cooper D Countryman as well from spring 2011. In the interests of delivering the optimum combination of engine and gearbox, these models will also be powered by a 2.0-litre diesel unit. This variant matches the output and torque of the 1.6-litre engine in the model variants with manual gearbox.

The MINI Cooper SD also uses model-specific design features to show off its sporting credentials. The most powerful diesel model in the range stands out – like the flagship petrol model, the MINI Cooper S – with its extra-large air intake in the front apron and an air scoop on the bonnet. And like the MINI Cooper S, it also displays its model identity with "S" lettering in its side indicator surrounds and has twin tailpipes positioned in the centre of the rear apron. The MINI Cooper SD, MINI Cooper SD Clubman and MINI Cooper SD Countryman also come with an eye-catching roof spoiler.



5. Racing genes ex-works: The John Cooper Works Pack for the MINI and MINI Convertible.

MINI also offers models and options under the John Cooper Works product brand, giving customers everything they need to enjoy extreme driving fun and express their passion for racing. A John Cooper Works Pack for the MINI and MINI Convertible will be presented at the International Geneva Motor Show 2011, offering components that give the cars a head-turning sporting allure – both technically and stylistically. The model-specific interior and exterior components optimise the handling of the MINI and ensure it delivers an impressive visual impact. The John Cooper Works Pack is due to be available from the second quarter of 2011 as a factory-fit option.

Key to giving the cars fitted with the John Cooper Works Pack their imposing appearance is the aerodynamics package, which lends the front, rear and flanks of the MINI and MINI Convertible an undeniably sporting flavour. The black border around the lower part of the body is highlighted particularly clearly at the front and rear by a centrally positioned indentation. The inner section of the surrounds for the positioning lights or foglamps on the outer edges of the front apron feature horizontal slats. Plus, the radiator grille has the same honeycomb structure as the lower air intake. The side skirts continue the dynamic thread, curving inwards with a sweeping flourish and adding a stylised opening at the rear. As part of the aerodynamics package features, the powerfully formed rear apron includes prominent cut-outs at its outer edges which mimic the appearance of the positioning light and foglamp surrounds integrated into the front apron.

The 17-inch weight-optimised light-alloy wheels in John Cooper Works Cross Spoke CHALLENGE design ensure the best possible contact with the road. Moreover, the John Cooper Works Pack comes with the traction mode DTC (Dynamic Traction Control) added to the standard-fitted stability system DSC (Dynamic Stability Control), as well as EDLC (Electronic Differential Lock Control) – the electronically controlled locking function for the driven axle differential. DTC mode, which is activated at the touch of a button, raises the intervention thresholds of the stability

control technology, making it easier to pull away on loose sand or snow with a degree of wheel spin. The system also allows controllable slip through the driven wheels under particularly sporty cornering. The EDLC system assists a sporty driving style when accelerating out of corners and sharp bends. In tight corners it brakes a spinning driven wheel as required to enhance the car's traction without adversely affecting its self-steering properties. And that allows the driver to feed the car through corners more smoothly, as well as at greater speed.

The interior components included in the John Cooper Works Pack also play their part in creating a full-blooded driving experience. These include John Cooper Works door entry strips and the John Cooper Works sports leather steering wheel with red contrast stitching. Cars with a manual gearbox are also kitted out with a John Cooper Works gearshift lever with red shift pattern lettering and a leather gaiter with red contrast stitching. Customers specifying a manual gearbox will also find the handbrake gaiter featuring red contrast stitching.

The John Cooper Works Pack is available for all engine variants of the MINI and MINI Convertible and can be combined with eight body colours. The aerodynamics package included as part of the John Cooper Works Pack can also be ordered on its own for the MINI John Cooper Works and MINI John Cooper Works Convertible.

Exclusive to the MINI Cooper S: John Cooper Works Tuning Kit.

The selection of John Cooper Works retrofit options will also welcome some attractive new additions in spring 2011. Customers keen to sample the sporting driving experience in the MINI Cooper S, MINI Cooper S Clubman or MINI Cooper S Convertible in an even more focused form will be able to order their cars with the John Cooper Works Tuning Kit. Performance-optimised engine management and a specifically designed air filter system enable the twin-scroll turbo engine to develop even greater power. Indeed, the maximum output of the four-cylinder unit rises another 12 kW to 147 kW/200 hp at 5,700 rpm. Plus, the driver can call on maximum torque of 250 Nm (184 lb-ft) between 1,250 and 5,000 rpm when some seriously forceful acceleration is required – and this can be raised to as much as 270 Nm (199 lb-ft) between 1,800 and 5,000 rpm courtesy of the Overboost function. All of which means

that the MINI Cooper S can sprint from 0 to 100 km/h (62 mph) in just 6.8 seconds and record a top speed of 234 km/h (145 mph).

The John Cooper Works Tuning Kit includes a model-specific sports silencer with chrome tailpipes, which optimises the exhaust gas discharge and gives the engine sound a particularly sporting note. It is available for retrofitting on all relevant models with manual gearbox produced since March 2010. It meets the MINI brand's high standards of quality and safety in terms of both design and engineering and is retrofitted, like all John Cooper Works accessories components, by authorised MINI Service Partners. This means that the car's warranty will remain unaffected.

Another new addition to the John Cooper Works accessories range is the 18-inch Cross Spoke Red Stripe light-alloy wheel variant, which will also be available from spring 2011. The black wheel features the innovative addition of a red trim strip on the wheel rim. This high-quality marking is produced by means of a special painting process, and the colour tone is identical to the red of the painted John Cooper Works brake callipers.



6. Exclusive, individual, unmistakable: World premiere of MINI Yours and the MINI Clubman Hampton.

As a pioneer and one-off in the premium small car segment, MINI offers an options range unmatched in its variety to allow customers to configure their car exactly how they desire. Buyers can choose from a large selection of exterior paint finishes, light-alloy wheels, upholstery variants, interior trim and Colour Lines, MINI-specific options such as mirror caps and graphics, and numerous other optional extras and accessories, to make every MINI a one-off creation designed in detail to reflect their own individual style. From spring 2011 MINI will open up another new avenue for the ultra-stylish customisation of the brand's cars. The MINI Yours range of products will feature exclusive design options delivered from the factory for the exterior and interior of the current range of MINI models. Among the features of the MINI Yours range are unusual paint finishes, upholstery variants and interior colours, stylishly configured equipment packages and limited editions based on the now four model series in the MINI family.

Individuality with style: colours, materials and trim elements enable detailed personalisation.

The MINI Yours range will initially include the two exterior paint finishes Highclass Grey metallic and Laguna Green metallic. Customers can then add some neat flourishes with MINI Yours Tattoo Funky and MINI Yours Tattoo Glorious graphics and colour schemes made up of white, grey and black. The 17-inch light-alloy wheels in Twin Blade Spoke design can also be given an individual stylistic touch with a white trim ring on the wheel rim. Elsewhere, an innovative film application lends the mirror caps in Soda Mirror design a fascinating hologram effect.

For the interior, the MINI Yours range contains items such as Lounge Leather seats in the colour variant Satellite Grey with Highclass Grey and a stylish crown pattern matching the trim strip on the instrument panel. Full Walknappa leather trim is also available for the instrument panel. The upper section of the panel is black and – depending on the seat upholstery – the centre section is Polar Beige or Satellite Grey. This colour variant is also available for the Colour

Line. To match these options, there is a leather gearshift lever gaiter with contrasting stitching in Polar Beige or Satellite Grey and a two-tone leather steering wheel with matching colour scheme for the hub.

Exclusive paint finishes, unique interior design:

MINI Clubman Hampton.

An exclusive variant of the MINI Clubman takes centre stage for the premiere of MINI Yours. The MINI Clubman Hampton special-edition model embodies the character of MINI Yours – underpinned by uncompromising premium quality and brand-specific design cues – in a highly concentrated form. Its design features reference both the brand's British heritage and the special edition's unique designation, inspired by the southwest London suburb. At the same time, the first limited-edition variant of the MINI Clubman continues a tradition established by successful editions of earlier models. For example, the Park Lane, Seven, Checkmate and Sidewalk editions of the MINI offered customers particularly neat ways to satisfy their desire for exclusive configurations.

The MINI Clubman Hampton is painted in the Reef Blue metallic shade developed specially for this model. The roof and surrounds for the special edition's rear doors are silver, as are the wheels and Colour Line. The exterior colours Pepper White, Midnight Black and Eclipse Grey can be specified as an option, while Black and Reef Blue are available as contrast colours for the roof and C-pillars. The light-alloy wheels in Twin Blade Spoke design can be ordered in silver or black with a dark red trim ring. The headlights come with black reflectors if the optional xenon units are specified. A logo on the B-pillar and "Hampton" lettering on the side indicator surrounds and radiator grille provide subtle references to the car's exclusive status. The "MINI 50 Hampton" lettering on the door entry strips recalls the introduction five decades ago of an additional body variant of the classic Mini, which today ranks as the historic predecessor of the MINI Clubman.

Unmistakable and in a limited run.

The interior of the MINI Clubman Hampton also boasts a very distinctive style. An "H" on the seat tags, red edging and orange contrast stitching are the identifying features of the black Lounge Leather seats. The anthracite-coloured roof liner, the likewise anthracite dials of the rev counter and the

speedometer on the Centre Speedo also contribute to the model's special ambience. The Centre Speedo is bordered by a trim ring in matt dark red, like that on the wheels. The Chili Pack is also included in the MINI Clubman Hampton, adding items such as a sports leather steering wheel, foglamps, automatic climate control, an on-board computer, a light package, a storage package and special velour floor mats in the style of the special-edition model.

This exclusive special edition will be available in MINI Cooper Clubman, MINI Cooper S Clubman, MINI Cooper D Clubman and MINI Cooper SD Clubman guise. Production of the MINI Clubman Hampton will be limited to one year.