

Press and Corporate Affairs

Media Information

January 5, 2012

MINI unleashes style, inventiveness and excitement at Auto Expo 2012.

Arrival of the new Icons: MINI, MINI Convertible and MINI Countryman launched in India.

Three exclusive MINI dealers to be introduced in New Delhi and Mumbai.

New Delhi. The BMW Group today introduced MINI as a premium small car brand in India. The MINI (MINI Cooper and MINI Cooper S), MINI Cooper Convertible and MINI Cooper S Countryman are launched in India and can be ordered as CBU (completely built-up) units.

Dr. Kay Segler, Senior Vice President, MINI Brand Management and Business Coordination said, "By launching the new MINI ten years ago, we created the most exciting premium small car brand in the world. Our approach was: From the original to the original. Since then, we have been busy growing the MINI Family with bold models such as MINI Convertible and MINI Countryman. As one of the world's top growth markets, India is a great place to continue accelerating MINI's global momentum. We are sure MINI fans in India are as excited as we are."

In 2012, MINI India will establish three exclusive outlets in the Indian market: Deutsche Motoren and Bird Automotive in Delhi (National Capital Region) and Infinity Cars in Mumbai.

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A BMW Group Company

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Dr. Andreas Schaaf, President, BMW Group India said, "Around the world, MINI has become a byword in the premium small car segment for expressive design, premium quality and unmistakable driving fun. MINI's innovative profile has enabled the brand to win over a trend-conscious and quality-oriented target

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group. With the launch of MINI, the BMW Group debuts in the premium small car segment in India. In the start-up phase, BMW Group's main focus will be to concentrate on successfully establishing the MINI brand in India. At a later stage, the BMW Group will focus on further development of dealer network and higher sales volumes."

The MINI (MINI Cooper and MINI Cooper S), MINI Cooper Convertible and MINI Cooper S Countryman will be available in six-speed automatic transmission with powerful and efficient petrol engines.

The ex-showroom prices of the new MINI cars in India are as follows –

MINI Cooper	: INR 24,90,000
MINI Cooper S	: INR 27,90,000
MINI Cooper Convertible	: INR 29,99,000
MINI Cooper S Countryman	: INR 31,99,000

Note: Ex-showroom price excludes RTO registration charges, tax, insurance, handling charges; Octroi and entry tax (as applicable). The above ex-showroom prices are exclusive of sales tax / VAT applicable on sale to the customer. Prices and options are subject to change without prior notice.

Every MINI is unique and stands out from the crowd due to its distinctive design. All the MINI models put a smile on their owner's face with outstanding performance and leading efficiency in their respective class.

MINI: A global success and 'Car of the Decade'.

The modern MINI combines an agile 'Go-kart' handling as its most natural characteristic with cutting-edge efficiency and uncompromising premium quality. MINI has established itself around the world as a symbol of urban driving fun and an indispensable element in its driver's mobile lifestyle.

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MINI Convertible: Inspiringly Agile, Refreshingly Open.

The MINI Convertible blends the brand's hallmark attributes with the refreshing feeling of open-air motoring with greater intensity than ever before. Again, the brand's soft-top representative is unmistakably a MINI. Its proportions, short front and rear overhangs, large wheel cutouts, the height of the waistline and numerous design features typical of the brand clearly show that this is a full-fledged member of the MINI family.

MINI Countryman: Taking driving fun into new territory.

The MINI Countryman takes the hallmark MINI driving fun to a new dimension and marks the arrival on the scene of a MINI with four doors, a large tailgate and a variable-use interior capable of accommodating up to five people. The MINI Countryman is also the brand's first model with a body over four metres in length. Its advanced chassis technology and the extremely precise and efficient Electric Power Steering ensure that the typical MINI 'Go-kart' driving experience is preserved.

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