



Press release  
19 July 2013

## The Getaway Cars: MINI unveils three new overnight solutions for the weekend warrior.

**Oxford.** Summer is finally in full swing and everyone is getting outdoors to enjoy the sun. To celebrate MINI has unveiled three new vehicles which take the spirit of 'It's A MINI Adventure' to a whole new level.

The trio each reflect different aspects of the rise in popularity of camping and festivals, creating a choice of premium home-from-home options for the enthusiastic traveller.

\* The MINI Clubvan Camper is the world's smallest luxury camper van, packed with practical solutions that make it ideal accommodation for an individual on a weekend away.

\* The MINI Cowley is a compact yet comfortable caravan for two people, equipped with a twin-ring gas stove, fridge and sink.

\* The MINI Countryman ALL4 Camp with its innovative roof-top tent is the getaway car for an adventurous couple, evoking images of African safari and expedition vehicles.

All three models have been styled with MINI's much-loved design cues to the fore. They display the character and fun personality which motorists have come to associate with MINI, and which have made the brand such a global success.

The cars have been developed around the 'maximum touring pleasure with minimal footprint' philosophy, and illustrate the principle of creative space utilisation for which MINI is renowned.

They have been created as concept vehicles to showcase the depth of the MINI range, as well as the creativity and skill within the company's design and engineering staff. There are no plans to offer them as production vehicles at this stage.

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## **The MINI Clubvan Camper: good things come in small packages**

The freedom of the open road, a dynamic driving experience and everything you need with you – the MINI Clubvan Camper has it all.

It's arguably the world's smallest luxury camper van, a MINI Clubvan which has been transformed into a versatile home on wheels. Behind the solid side windows there is a spacious sleeping berth for one person, plus a small, extendible kitchenette complete with propane stove and chest fridge.

On-board facilities includes the MINI Navigation Portable XL sat-nav, which will help drivers find their way to the most remote spots. If the weather is unkind a television can provide entertainment and chilly mornings can be made more comfortable thanks to an auxiliary heater.

A particular highlight is the Clubvan Camper's roof. The small glass panel can be opened for ventilation or star-gazing, while the storage rack above means owners can travel with equipment for outdoor pursuits.

Hygiene is always a key part of any weekend away and MINI's ingenious design engineers have even got that covered. The Camper's generous specification also includes an integrated hand-held shower, with a water tank housed underneath the load floor.

## **The MINI Cowley: a new style benchmark in compact towing**

The pleasure that millions of caravanners around the world enjoy is the ability to stop and stay anyway in comfort and safety. Now it's possible to do that MINI-style with the Cowley caravan.



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The compact tourer has been named after the historic factory – today known as Plant Oxford – which is home to much of the current MINI range. It was also where the classic BMC/Austin Mini was built and is this year celebrating a centenary of car manufacturing.

The Cowley caravan is a luxurious overnight solution and all the mod cons are fitted, including two comfortable sleeping berths, a twin-burner gas stove and a water tank complete with pump and sink facility. A solar module charges the on-board battery and there's a 230-volt connection to power the fridge, TV/DVD and audio equipment.

Styled with typical MINI flair, the teardrop-shaped trailer is a genuine head-turner. In silhouette it's reminiscent of the curved lines of the MINI panels, and the doors have sliding windows on both sides – a standard feature in the classic Mini up to 1969. The sumptuously trimmed vehicle is only 12 centimetres wider than a MINI Clubman including exterior mirrors and weighs just under 300 kg.

With exceptional manoeuvrability, the MINI Cowley ensures that the hallmark MINI driving fun can still be enjoyed while towing, irrespective of the distance travelled.

## **The MINI Countryman ALL4 Camp: safari-style accommodation for the adventurous spirit**

Finding overnight accommodation can be a real headache, especially for drivers who have taken a spontaneous trip to a festival or beach. But there's no need to worry about finding the perfect place to bed down when travelling in this MINI. Even when completely off the beaten track, all the owner has to do is head upstairs.

# MINI

## Corporate Communications



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The innovative roof-top tent is showcased above a MINI Countryman which, thanks to its intelligent all-wheel drive system ALL4, is well-suited to travelling over rough terrain. But this simple and practical sleeping solution can easily be mounted on a MINI or MINI Clubman. The upper half of the tent is simply folded out of its storage box. Plump up the pillows and two occupants are ready to relax, then wake up to a perfect view of the ocean, mountain or valley.

How about an early morning ride out to buy breakfast? It's easily done because a mountain bike can be easily transported on the specially fitted bicycle rack.

The roof-top tent quickly folds away into its box when it's not needed. The exterior has been painted in Absolute Black metallic with white stripes to match the car beneath.



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## The BMW Group

The BMW Group is the leading premium manufacturer of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 28 production and assembly facilities in 13 countries and has a global sales network in more than 140 countries.

In 2012, the BMW Group sold about 1.85 million cars and more than 117,000 motorcycles worldwide. The profit before tax for the financial year 2012 was euro 7.82 billion on revenues amounting to euro 76.85 billion. At 31 December 2012, the BMW Group had a workforce of 105,876 employees.

The success of the BMW Group has always been built on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last eight years.

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