

# MINI at the NAIAS Detroit 2014. Contents.



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Note: The cars described in this press folder correspond to the engine and fittings specifications of the US automobile market. Deviations are possible in other markets. All figures for driving performance figures and fuel consumption figures are provisional.

# 1. MINI at the NAIAS Detroit 2014. (Short version)



The new edition of an original is the central focus of the MINI presentation at the North American International Auto Show (NAIAS) 2014 in Detroit. The British premium brand presents the new MINI - with a distinctive and carefully refined design, further increased driving fun and a range of innovative fittings that is unique in the small car segment. As well as this latest addition, the limelight in Detroit will also be on the six other members of the MINI family. All in all the diversity of the model program is greater than ever before in the history of the brand. What is more, MINI provides visitors to the NAIAS from January 18th - 26th 2014 with a look ahead to a new form of extreme driving fun. The MINI John Cooper Works Concept sees its world premiere in Detroit, instantly conveying a genuine passion for racing.

More than 800,000 visitors are once again expected to attend the 26th North American International Auto Show at Detroit's Cobo Center. Some 200 exhibitors from all over the world will be displaying their latest models, products and technologies. The NAIAS is one of the world's leading automobile trade fairs, and as it is traditionally the first of the year it typically points ahead to the future.

## **The new MINI: more innovations, more space, more driving fun.**

The latest generation of the MINI is once again a pioneer of individual style, premium quality and high-end technology. The evolutionary refinement of its design, entirely new engines and innovative driver assistance systems make the new MINI more athletic, efficient, expressive and progressive than ever before. The car's characteristic go-kart feeling is now enhanced with optimised ride comfort, adjustable dampers being offered as an optional extra for the first time. More interior space, optimised functionality and detailed refinements in terms of material and finish likewise reflect the maturity of the latest generation.

All four seats of the new MINI tangibly increase freedom of movement and the luggage compartment has been expanded by 30 per cent. A new display and operating concept, innovative driver assistance systems and the latest MINI Connected features also allow even more intensive interaction between driver and MINI. And the new MINI is the first automobile in its class to be fitted with LED headlamps and a Head-Up Display.

The new MINI is due to go on the market in the USA in spring 2014. There will be a choice of the models MINI Cooper and MINI Cooper S at the market launch. Both can be fitted with either the standard 6-speed manual transmission or the optional 6-speed automatic transmission according to preference. The transmissions and engines have both been newly developed. The entire drivetrain technology along with an extensively optimised suspension provides the perfect basis for maximum driving fun in the small car segment. At the same time, the engines and transmissions, a weight-optimised design and improved aerodynamic properties along with extensive MINIMALISM technology all contribute to the enhanced efficiency of the new MINI.

**MINI model program: success based on diversity and individual style.**

The new MINI puts the British automobile manufacturer fully on track to continue its global success story. 12 years after the relaunch of the brand, MINI has become established in the USA, too, as the epitome of efficient driving fun, stylish individual flair and uncompromising quality. The consistently expanded model program is one aspect which has contributed to its ongoing growth in popularity. Over the past few years the MINI family has expanded to a current total of seven members. The hallmark brand qualities are to be found in the classic MINI concept as well as in the MINI Clubman, the MINI Coupé and also the two models designed for open air driving fun - the MINI Convertible and the MINI Roadster.

And there are now two models representing the brand's venture into a new market segment. The trailblazer here was the MINI Countryman, the first model of the brand to be fitted with four doors, a large tailgate and space for up to five occupants. This agile all-rounder is now joined by the MINI Paceman, the world's first ever Sports Activity Coupé in the premium compact segment. The all-wheel drive system ALL4 specially developed for MINI is also available for the MINI Countryman and the MINI Paceman.

**World premiere in Detroit: the MINI John Cooper Works Concept.**

In the USA, too, the aspirations of especially performance-oriented MINI fans are addressed by the extremely sporty John Cooper Works models. At the NAIAS 2014 MINI gives the public a first impression of the future of this brand so deeply rooted in racing passion. The MINI John Cooper Works Concept premiered in Detroit represents the next generation of the small car segment's fascinating top sports car.

The model-specific features of the car's exterior design are instantly recognisable, deriving directly from the technical requirement for optimised air ducting and precisely controllable handling in extremely sporty driving situations. Among other things, the MINI John Cooper Works Concept has very large air inlets in the front apron and a rear spoiler as well as distinctively designed side sills and rear apron. What is more, 18-inch John Cooper Works light alloy wheels, a sports brake system and a sports exhaust system reflect drivetrain and suspension technology developed with extensive race track expertise.



## **2. MINI at the NAIAS Detroit 2014. (Long version)**

### **2.1 All new, all MINI: the new MINI.**

The new MINI is more athletic, efficient, expressive and progressive than ever before. It offers increased power, space and ideas and is completely new - yet still unmistakably a MINI. The new generation of the British original is to go on the US automobile market in March 2014 and will be available in two model versions for the launch: the MINI Cooper and the MINI Cooper S.

The latest MINI features an instantly recognisable upgrade in terms of product substance that benefits its sporty and agile handling, ride comfort and efficiency as well as enhancing its unmistakable character, functionality and premium style. New engines with MINI TwinPower Turbo Technology and likewise newly developed transmissions increase the car's sprint capabilities while at the same time reducing fuel consumption. Efficiency is also significantly boosted by the car's extensive MINIMALISM technology, consistently optimised weight and improved aerodynamic properties.

The sophisticated technology of the new MINI, unparalleled in the small car segment, is also reflected in numerous innovative features. For the first time ever, a MINI can be fitted with adjustable dampers. The new MINI Driving Modes option allows the car to be driven in GREEN mode, including coasting function with decoupled drivetrain. Another unique feature in this class of vehicle: the optionally available LED headlamps. Meanwhile the range of driver assistance systems and MINI Connected Services has been significantly expanded. New features in this area include the MINI Head-Up-Display, parking assistant and rear view camera.

#### **Hallmark proportions, optimised space.**

This latest evolutionary stage in the development of MINI enhances not only driving fun but also the car's quality feel, the space available on all four seats and the level of safety. The new MINI is 98 millimetres longer, 44 millimetres wider and 7 millimetres higher than its predecessor. The wheelbase has been extended by 28 millimetres while the track has been increased by 42 millimetres at the front and 34 millimetres at the rear. Both cornering agility and ride comfort benefit from these new dimensions as does the amount of space available to occupants, while luggage compartment volume has been increased by 51 litres to a total of 211 litres.

The evolutionary refinement of the model's design ensures that not just its proportions but also its characteristic features are retained. In the new MINI, the three-section body structure continues to define the car's distinctive look. The main corpus of the vehicle, the greenhouse glass section encompassing the entire car and the roof on top are clearly separated from each other in visual terms. The wide track and short overhangs emphasise the striking expression of the vehicle's corpus, seated powerfully on the wheels. The athletic stature of the new MINI is also highlighted by prominent lines in the side view. Traditional design features such as the hexagonal contour of the radiator grille, the turn indicator surrounds known as side scuttles, the circular headlights, the upright rear light clusters and the black periphery around the bottom edge of the body are reinterpreted and given additional emphasis by means of a high-end surface design in each specific area.

The MINI Cooper S draws its model-specific sporty flair from such features as a radiator grille with honeycomb pattern, an additional opening in the bonnet, brake air ducts integrated in the lower air inlets and a separate rear apron with exhaust tailpipes arranged at the centre. In addition to the side scuttle elements, the radiator grille of this model variant now also bears an "S" logo with chrome surround.

### **Unique in the segment: LED headlamps and adaptive light distribution.**

The new MINI is the first car in its segment to offer the option of LED headlamps. The bright white LED units provide the light source for both low and high beam. They are also surrounded by an LED daylight driving ring, the lower section of which reaches down to the white turn indicators. Another option is an adaptive light distribution function that ensures optimum illumination of the road surface and roadside - depending on the situation and route profile - and also includes a turning light. The optional fog lamps are likewise available in halogen or LED, according to preference. In conjunction with the LED headlamps, the rear light clusters also come as LED units.

### **High-end interior with new display and operating concept.**

The design of the interior likewise combines hallmark brand styling with an optimised premium look and feel. A key element here - in addition to the high-quality selection of materials and colours - is the new display and operating concept. One of the most important new features is the instrument cluster on the steering column. Road speed, engine speed and fuel level are displayed on vertically arranged circular instruments. The speedometer scale includes a

colour panel for Check Control messages, vehicle status displays and visual indicators relating to driver assistance systems currently activated.

With its new indicator elements and extended functionality, the hallmark MINI central instrument intensifies interaction between driver and car. As an optional extra, its interior surface can also act as an on-board computer. The colour screen - measuring up to 8.8 inches - is used along with the MINI Controller on the centre console to operate vehicle functions, air conditioning, infotainment, communication, navigation and MINI Connected Services. This allows for intuitive, safe and convenient operation based on the principles of the BMW iDrive system - a ground-breaking force throughout the entire automotive sector.

The innovative display and operating concept is supported by a lighting design in the area of the central instrument which is unique to MINI. LED units around the outer edge of the circular instrument - optionally available in six colours - can respond to the current situation on the road and to specific operating procedures according to driver preference.

Increased interior space and a wide range of clever details make for further advancements in the area of functionality. The split rear backrest is not only foldable, its tilt angle can be adjusted, too. Numerous cupholders and storage facilities make it easy to take drinks and travel utensils along in the car, and there is an additional storage compartment behind the trim strip on the passenger side.

### **New engines with MINI TwinPower Turbo Technology.**

The new MINI lines up for its launch on the US market in two model variants: the MINI Cooper and the MINI Cooper S. Both are powered by completely newly developed engines featuring MINI TwinPower Turbo Technology, including a turbocharging system, petrol direct injection, variable camshaft control on the intake and exhaust side (double VANOS) and fully variable valve control in the form of VALVETRONIC, as patented by the BMW Group. The engines are combined with a 6-speed manual transmission as standard, with the option of a 6-speed automatic transmission.

The new MINI Cooper S is powered by a 2.0-litre 4-cylinder engine with a peak output of 189 bhp which goes on stream between 4 700 and 6 000 rpm, delivering its maximum torque of 280 Newton metres (207 ft-lbs) at 1 250 rpm. Torque can even briefly be increased to 300 Newton metres (211 ft-lbs) by means of an overboost function. As a result, acceleration from zero to 60

mph takes just just 6.5 seconds (automatic: (6.4 seconds), while the top speed is 146 mph (145 mph). This fascinating sporty flair goes hand in hand with further optimised efficiency. The combined range of the new MINI Cooper S is 28 mpg (automatic: 32 mpg).

The 3-cylinder engine in the new MINI Cooper - also newly developed - delivers an output of 134 hp from a capacity of 1.5 litres between 4 500 and 6 000 rpm with a maximum torque of 220 Newton metres (162 ft-lbs) at 1 250 rpm. The overboost function increases this figure to 230 Nm (170 ft-lbs). With this increased performance the new MINI Cooper sprints from standing to 60 mph in 7.4 seconds (automatic: 7.3 seconds), while its top speed is 130 mph in each case. In spite of these enhanced performance figures, the new MINI Cooper also boasts a reduced level of fuel consumption. Its combined range is 34 mpg (MINI Cooper with automatic transmission).

### **MINI Driving Modes: sporty flair and efficiency and turn of a switch.**

For the first time the MINI Driving Modes option is now available for the new MINI, allowing the driver to select a preferred set-up. A rotary switch at the base of the gear or selector lever is used to activate either the standard MID mode, SPORT or GREEN mode. The MINI Driving Modes influence the characteristic curve of the accelerator and steering, as well as the shift properties of the automatic transmission and the damper set-up where applicable.

In GREEN mode - supporting a relaxed and more fuel-efficient driving style - the power consumed by electrically lly powered comfort functions such as air conditioning and exterior mirror heating is reduced. In cars fitted with automatic transmission it is also possible to use the coasting function. Here the drivetrain is decoupled at speeds of between 50 and 160 km/h, enabling the driver to remove their foot from the accelerator pedal.

### **Optimised suspension technology: less weight, more go-kart feeling and adjustable dampers for the first time.**

The refinement of suspension technology in the new MINI aims to intensify experience of the car's agile handling properties, commonly known as the go-kart feeling. Virtually all parts have been modified at the front and rear axle so as to reduce weight and increase component rigidity. The set-up of the wheel suspension, body mounting, vehicle suspension, damping, steering and brakes takes account of the increased level of engine power and the typical MINI concept consisting of front-wheel drive, transversely mounted engine at



the front, low centre of gravity, short overhangs, wide track and a rigid, weight-optimised body structure.

The optionally available adjustable dampers are another novel element in the range of MINI equipment features. Two characteristic lines are available for damper set-up, allowing activation of either a more comfort-oriented response or a direct, sporty response to road bumps, depending on the given situation. The electromechanical power steering has also been subjected to extensive further development and includes the speed-related assistance function Servotronic as standard. DSC (Dynamic Stability Control) - likewise a standard feature - now also includes a dry brake function, Fading Brake Support, a drive-off assistant and the traction mode DTC (Dynamic Traction Control). Meanwhile cornering agility is enhanced by means of Electronic Differential Lock Control (EDLC), and the new MINI Cooper S additionally features the Performance Control system.

### **Innovative driver assistance systems increase convenience and safety.**

Further evidence of the technological progress ushered in with the new edition of the MINI is to be found in the program of driver assistance systems. New features include the MINI Head-Up-Display which shows information relevant to the driver on an extendible monitor in the upper section of the dashboard between the windscreen and steering wheel. A rear view camera and parking assistant are also available for the new MINI. The rear view camera, housed underneath the tailgate handle, sends video images to the on-board computer in the central instrument. The parking assistant automatically identifies suitable parking spaces at the roadside and then takes care of all the steering movements required to park the car.

A wide range of other high-end options in the areas of comfort, functionality and individuality are also available to allow drivers to style the new MINI according to their own detailed personal preferences. In addition to the 2-zone automatic air conditioning system there is also seat heating for driver and front passenger, a panorama glass roof, a visibility package including windscreen heating, rain sensor and automatic light control, the hi-fi speaker system and a sports leather steering wheel (as standard in the MINI Cooper S) including optional multifunction buttons and cruise control.

Other options include Comfort Access, Park Distance Control, roof rails, electrically heatable and folding exterior mirrors, and both interior and exterior mirrors with automatic anti-dazzle function. Options for customisation of the

exterior and interior in hallmark brand style also include a rear spoiler in John Cooper Works design as well as various roof and exterior mirror decors, bonnet stripes, seat upholsteries, interior surfaces, Colour Lines and the lighting package with LED interior lighting and orange ambient lighting.

**MINI Connected: apps now also available for Android smartphones.**

The option MINI Connected or MINI Connected XL is also available in conjunction with the Radio MINI Visual Boost and the MINI navigation system. It offers extensive integration of smartphones in the car, allowing the use of internet-based services in the areas of infotainment, communication and driver experience. These are provided via apps whose functional diversity is being continuously expanded. In future, both the MINI Connected App and the so-called MINI Connected ready Apps supplied by third-party providers will be available not just for the Apple iPhone but also for smartphones using the Android operating system.

## **2.2 Great diversity, unmistakable style:**



### **the current MINI model program.**

In the twelve years since its relaunch when sales of the first models started in the USA, the British brand MINI has become established on the American continent as the epitome of individual style, powerfully expressive design, premium quality and characteristic driving fun. The brand is now represented by 199 dealers in 38 US states. For years now, the USA has been the most important market for the brand's small cars and compact models. The 500,000th MINI was supplied in the United States last year.

The new MINI has everything it takes to inject a new life into this success story. The classic body version - also referred to as hatch - continues to be the brand's best-selling model. But the continuing growth of MINI is also due to the consistent expansion of its model range. The growth of the brand family enables the distinctive features so typical of MINI automobiles to be experienced in a diverse range of forms.

The model program of the MINI family has continuously expanded over recent years to reach its current size of seven members. Hallmark brand qualities are to be found in the classic MINI vehicle concept just as they are in the MINI Clubman, which offers the additional benefit of expanded space. As a purebred two-seater, the MINI Coupé embodies a thoroughly sporty style. With the MINI Convertible and the MINI Roadster, motorists are offered two ways of enjoying the brand's typical driving fun in an open-top premium small car.

And there are now two models representing the brand's venture into a new market segment. The trailblazer here was the MINI Countryman, the first model of the brand to be fitted with four doors, a large tailgate and space for up to five occupants. This agile all-rounder is now joined by the MINI Paceman, the world's first ever Sports Activity Coupé in the premium compact segment. The all-wheel drive system ALL4 specially developed for MINI is also available for the MINI Countryman and the MINI Paceman. With supreme traction and enhanced agility on bends, it adds yet another distinctive touch to the authentic driving fun offered by MINI. This can now also be enjoyed in the models MINI Cooper ALL4 Countryman and MINI Cooper ALL4 Paceman.

Regardless of the body variant and engine type, every MINI has distinctive features deriving from the brand's origins and tradition, its vehicle concept

geared towards maximum driving fun, an awareness of individual style and a commitment to premium quality. The historical roots of MINI also contribute significantly to its popularity. Every model is part of a tradition which now stretches back 50 years, with the brand's history exercising an exceptionally powerful fascination.

In the USA, too, the aspirations of especially high-performance MINI models are addressed by the extremely sporty John Cooper Works versions. The range of top sports cars now also extends to the small car and compact segments. With their drive and suspension technology derived directly from motor racing, an aerodynamically optimised exterior and specific interior styling, the John Cooper Works models generate an authentic race feeling. In the MINI John Cooper Works Countryman and the MINI John Cooper Works Paceman, the enormous power of the 4-cylinder turbo engine is transferred to the road by the standard all-wheel drive system ALL4 to suit the given situation.

## 2.3 En route to pole position: the MINI John Cooper Works Concept.



Hallmark MINI style and technology transferred directly from motor racing are combined to produce the unmistakable character of a John Cooper Works model. In this way, integrated under the MINI umbrella, the brand represents irresistible race track feeling, outstanding driving fun and full suitability for everyday use. A new candidate now takes up pole position to consistently carry forward this successful concept in the race for maximum driving fun in the small car segment. The MINI John Cooper Works Concept provides a glimpse of the next generation of this top-class sports car. The study is presented to the public for the first time at the North American International Auto Show (NAIAS) 2014 and reflects innovative athletic flair in the traditional style of John Cooper Works with features such as an exclusive body finish in Bright Highways Grey, red accentuations typical of the brand, model-specific aerodynamic features and 18-inch John Cooper Works light alloy wheels in a newly developed design.

The thrilling sports-style driving experience offered by a John Cooper Works model derives from an overall concept developed on the basis of longstanding motor racing experience. High-performance drivetrain and suspension technology and aerodynamically optimised exterior features are precisely harmonised so as to guarantee the agile and safe handling characteristic of MINI that is known as the go-kart feeling - even in extremely sporty situations on the road. This makes for a whole new dimension of extreme driving fun in the MINI John Cooper Works Concept.

### **A perfect basis and extensive racing expertise for extreme driving fun in a new dimension.**

The study is based on the latest generation of the MINI. This is clearly recognisable in the increased wheelbase and track as compared to the predecessor model, which impacts directly on driving properties. The model variants of the new MINI available at market launch are more powerful, more agile and faster sprinting than ever before. Optimised weight and improved aerodynamic properties are likewise key factors - developments which have also positively influenced development of the MINI John Cooper Works Concept.

The front apron of the MINI John Cooper Works Concept has large air inlets - which take up the space reserved for fog lamps in standard MINI models - and precisely shaped air ducting elements, as well as LED headlamps and a black radiator grille surround. Other components of the model-specific John Cooper Works aerodynamic kit are the distinctively contoured side sills and a rear apron with flaps and a diffuser element. In order to optimise aerodynamic balance at high speeds, the study also has a roof spoiler and attachments for selective air ducting in the area of the C columns.

**Exclusive body finish with contrasting colours typical of the brand.**

The expressive touch of the body finish in Bright Highways Grey is due to the special manner in which it is produced. The hand-polished top coat is covered with clear lacquer. This high-quality gloss gives special emphasis to the striking structures of the colour layer. The purist, solid appearance of the paint finish is combined with a roof, roof spoiler and exterior mirror caps in the contrasting colour of red that is characteristic of John Cooper Works. There are also sports stripes in Chili Red for the bonnet and tailgate and white for the roof. Other red accentuations are to be found in the rim base of the John Cooper Works light alloy wheels, on the calipers of the sports brake system, in the turn indicator surrounds and in the contour lines of the front and rear apron. The John Cooper Works logo on the radiator grille is also given particular emphasis with a red accent line.

Another indication of the extremely athletic character of this concept car is to be seen at the centre of the rear apron. The MINI John Cooper Works Concept is fitted with a sports exhaust system complete with John Cooper Works silencer system. The striking twin tailpipes in chrome also bear the John Cooper Works logo. Anticipating further development of the new top athlete, this is an early indication that its defiantly sporty appearance is not limited to visual features but is also defined by a distinctive engine sound.