

# MINI AT THE 84TH GENEVA INTERNATIONAL MOTOR SHOW 2014. CONTENTS.



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# 1. MINI at the 84th Geneva International Motor Show 2014. (Short version)

A look ahead to the future of the MINI brand promises even greater driving fun and efficiency, evolutionary refinement of its unmistakable design and fresh options for individual style. This is supplemented by a more mature automobile character defined more than ever by premium quality, ride comfort, carefully conceived functionality and innovative technology. This look ahead to the new MINI is presented at the 2014 International Motor Show in Geneva, where it is further underscored by the world premiere of the MINI Clubman Concept. Immediately prior to its market launch, the new MINI sees the introduction of two additional model variants that are particularly fuel-efficient. The MINI One and MINI One D are presented in Geneva for the first time. MINI is setting the benchmark in terms of individual style and creativity - not just in the area of drive technology but also in the field of automobile concepts. With the MINI Clubman Concept, the British manufacturer demonstrates potential new ways of experiencing the new generation of driving fun.

Visitors to the Geneva Motor Show from March 6th - 16th 2014 can also explore the current diversity of the MINI model range - from the extremely athletic and also puristically designed two-seater MINI John Cooper Works Coupé to the MINI Convertible and MINI Roadster - two open-top models for guaranteed driving fun - as well as the MINI Countryman and MINI Paceman, models which have enabled the brand to win over an additional automobile segment. Other items on display in Geneva include the extended MINI Connected program, current technological innovations in the areas of safety and driver assistance and the latest MINI accessory and lifestyle products.

## **The new MINI - the new original in its segment.**

The instantly recognisable features of the new MINI are its unmistakable design - which has now evolved further - increased interior space and a new display and operating concept. New 3 and 4-cylinder engines with MINI TwinPower Turbo Technology and likewise newly developed transmissions increase the car's acceleration capabilities while at the same time reducing fuel consumption. Efficiency is significantly boosted by means of 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 and LED headlamps. New features in the area of driver assistance systems and MINI Connected Services include the MINI Head-Up Display, the Driving Assistant with camera-based active cruise control, collision warning and road sign recognition, the parking assistant and Emergency Call.

Equipped with these properties, the new edition consolidates the position of MINI as the original and benchmark in the small car premium segment. The models MINI Cooper S, MINI Cooper and MINI Cooper D will be available at the market launch. The range is expanded with the addition of two entry-level variants: The new MINI One (combined fuel consumption: 4.7-4.6 l/100 km, combined CO<sub>2</sub> emissions: 109-108 g/km) is powered by a 3-cylinder petrol engine with an output of 75 kW/102 bhp, while the new MINI One D (combined fuel consumption: 3.5-3.4 l/100 km, combined CO<sub>2</sub> emissions: 92-89 g/km) takes first place in the brand's efficiency ratings with a likewise newly developed 70 kW/95 bhp 3-cylinder diesel engine.

### **World premiere in Geneva: the MINI Clubman Concept.**

Seeing its world premiere at the 2014 Geneva Motor Show, the MINI Clubman Concept embodies dynamic performance, elegance and modern functionality in the style of the British premium brand. Preserving the typical MINI styling, the brand's characteristic proportions are supplemented with an elongated roof line and an elegant silhouette including generous surface configuration. Hallmark design features highlight the fact that the car belongs to the MINI family. The paint finish in the powerful colour "Berry Red" and the metallic grey colour "Blade" for the roof emphasise the lines of the MINI Clubman Concept with greater intensity.

Four doors, the typical split doors at the rear, five seats and a large luggage compartment reflect the extended functionality that the MINI Clubman Concept has to offer for an active lifestyle. In the interior of the study, high-quality materials, expressive colours, clever details and generous surface design set the tone for exclusive style and modern coolness.

For further details on official fuel consumption figures, official specific CO<sub>2</sub> emissions and power consumption of new cars, please refer to the "Manual on fuel consumption, CO<sub>2</sub> emissions and power consumption of new cars", available at all sales outlets, from Deutschen Automobil Treuhand GmbH (DAT), Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Schornhausen and at <http://www.dat.de/angebote/verlagsprodukte/leitfaden-kraftstoffverbrauch.html>. ManualCO<sub>2</sub> (PDF – 2.7 MB)



## 2. A new class in terms of space, function and supreme elegance. The MINI Clubman Concept.

At the 2014 Geneva Motor Show MINI presents the MINI Clubman Concept, showcasing a new brand philosophy for a higher class of automobile. 26 centimetres longer and just under 20 centimetres wider than the current MINI Clubman, it comes over as sophisticated, cool and elegant. The iconic design is supplemented by high-quality details, plenty of space for function and selected materials. Refinement of the hallmark MINI styling ensures instant recognition, both outside and inside. The extensive colour and material concept redefines contemporary elegance and high-end quality in this segment.

- Four doors and five seats offer plenty of utility space, thereby supporting an active lifestyle.
- Classic MINI design features such as the hexagonal radiator grille, Side Scuttles, the Black Band, short overhangs and elliptical front and rear headlamps ensure high recognition value from every angle.
- Length: 4224 mm, width (incl. mirror): 2032 mm, width (not incl. mirror): 1856 mm, height 1450 mm.
- Integrated aerodynamics as an essential part of the exterior design.
- The interior design interprets typical MINI shapes and colours in new way, effortlessly yet elegantly combining high-end quality and functionality.
- An elaborate colour and material concept in the interior with exclusive materials and unexpected details.
- The Center Instrument with newly conceived user interface creates an event-controlled interaction space with touch operation.

### **Supreme, dynamic, elegant – the exterior design.**

Even with larger exterior dimensions, the MINI Clubman Concept is still instantly recognisable as a typical MINI. With the characteristic agility of the MINI proportions, the prolonged roof line clearly reflects the car's extensive utility space. It also gives the silhouette a distinctive elegance, further underscored by generous surfaces. The powerful, warm Berry Red colour shows surfaces and shapes to optimum effect. The roof in the colour "Blade" - a metallic grey - creates an elegant contrast with the warm red of the corpus.

Classic MINI design icons such as the hexagonal radiator grille, Side Scuttles, Black Band and the typical lights are elaborated in precise, high-end style. The modern, reduced interpretation of these features gives the automobile a sophisticated, charismatic look.

### **Typical MINI in every detail - the front section.**

Seen from the front, the circular headlamps, hexagonal radiator grille and roof with add-on look clearly identify the MINI Clubman Concept as belonging to the MINI family. Details such as the three-dimensional structure of the chrome ribs inside the front grille further enhance the front section. The high quality standards even extend to the surface modelling. Fine edges add precision and presence to the generous surfaces. In the lower area of the front section there is a continuous air inlet which highlights the breadth of the MINI Clubman Concept, thereby emphasising its solid standing on the road. At the outer sides of the front apron there are so-called AirCurtains which aerodynamically optimise air flow in the area of the wheel arches.

### **Plenty of space for characteristic dynamism - the side.**

The long wheelbase, flatly positioned windows and short overhangs reflect characteristic MINI agility. The long roof line and the typical two-box design clearly emphasise the car's generous utility space and high level of functionality. Generous surface expanses elongate the side. At the same time, subtle surface modelling and precise lines make the silhouette appear flat and dynamic. At the front, the Side Scuttle incorporates the filigree mirror base and turn indicator in an elongated element whose shape is echoed by the two electrical door openers. Integrated flush with the surface, these draw a line back to the rear which is taken up by the rear door handles. Above this, the surrounding shoulder line in chrome offsets the corpus of the car from the greenhouse. The 19" light alloy rims in bicolour Black Chrome and Chrome finish are another highlight.

### **Aerodynamic details for optimum air ducting.**

The MINI Clubman Concept is the first MINI to be fitted with so-called AirBreathers at the sides. The AirBreathers echo the design theme of the AirCurtains in the front apron, cutting dynamically into the surrounding Black Band. The elaborate double roof spoiler at the rear is shown to best advantage from the top view. The third brake light is integrated in between the two wings of the roof spoiler in Formula 1 style. There are also two longitudinal sections of plexiglass which run across the entire length of the roof like rally stripes.

### **Typical MINI Clubman: split doors for increased loading convenience - the rear.**

The MINI Clubman Concept is broad and athletic in the rear view. The familiar MINI cascading - a staggering of multiple layers - gives the automobile a very solid stature. The most striking elements here are the characteristic split doors. Their new configuration include a surround integrated in the door graphics which gives the rear as a whole a modern, reduced look. The horizontally arranged rear lights have a highly detailed finish. The geometry of its contours highlights the powerful breadth of the rear. Selected chrome accents such as the "Clubman" inscription, the MINI emblem on the left-hand door and the door handles are specific details that emphasise the high-quality aspirations of the MINI Clubman Concept.

### **Exclusivity and function interpreted in contemporary style - the interior design.**

Along with the exterior, the interior of the MINI Clubman Concept has also grown to larger dimensions. With four doors and five fully-fledged seats, the MINI Clubman Concept offers plenty of space for the pursuit of an active lifestyle. The underlying design theme in the interior is the characteristic ellipse, elaborated by means of precisely outlined contours so as to achieve a sense of high-end maturity.

The unusual materials are especially worthy of mention: nubuck leather in a light Sky Blue, patent leather in rich Berry Red and black soft nappa leather ensure an exclusive interior atmosphere which is highly expressive. In between, elements in patinised silver add high-end accentuations. The patina gives them the character of familiar, fondly used items. Decorative strips in blue limed ash grain convey cool, modern elegance. The two highly expressive fabrics Tweed Grey and Black Twill set an attractive counterpoint to the classic value attributes of wood, leather and silver. Small details such as the buttons with Union Jack embossment on the seats and centre console, contrast stitching, piping or red accentuation surfaces in the sunblinds add a touch of surprise to the mature character of the MINI Clubman Concept.

### **High-end sophistication and presence - the instrument panel.**

The interior element of the MINI Clubman Concept with the most powerful presence is the leather-covered instrument panel. With a surround in blue limed ash grain and a white porcelain finish, the black upper section of the instrument panel has a hovering appearance. Indirect backlighting of the gap emphasises this impression. The linear air vents have patinised, silver-

plated surrounds. Between the air vents there is an area in Black Chrome which can be back-lit if required that provides additional information for the driver and front passenger. The suggested "Faded Diamonds" rhombus pattern gives it a particularly high-quality structure. The lower section of the instrument panel is finished in Berry Red patent leather, providing an extrovert contrast to the more discreet design of the upper half.

### **Multi-layered and light - the door design.**

The newly interpreted ellipse in the side runs dynamically across the two doors to create a visual link between front and rear. The armrests in blue nubuck leather appear to hover in the doors, while behind them there are practical storage compartments. The decorative surfaces have indirect backlighting to underscore the inviting, contemporary ambience. The side mirrors and roof liner recede discreetly into the background due to the use of high-quality Tweed Grey fabric in salt-and-pepper look, while the quality weave of the Black Twill fabric with classic black-and-white contrast on the floor and mats makes for an elegant finish.

The spatial function concept at the rear is rounded off with clever storage facilities in the split doors as well as a double load floor. The pouches in the doors are elaborately fitted with nubuck leather in Silk White.

### **New ways to interact - the user interface design.**

The MINI Clubman Concept also extends the use of virtual spaces, taking the possibilities of MINI Connected a step further. As in the new MINI, the Center Instrument with a diameter of 200 mm is the key element here: graphic two-dimensional symbols are moved by the user in a three-dimensional space, operation is by means of touch entry. The intelligent networking of information allows for a fully integrated range of infotainment, with the relevant feedback being provided according to the situation on the road. The basis for this is complete integration of the digital world in the automobile via the cloud.

### **Intelligent controls.**

The display area in the centre console (160 mm x 150 mm) adapts according to the content selected or the situation on the road. Three freely programmable, "intelligent" toggles are assigned the relevant functions according to selected content or driving functions. The haptic quality of the toggles means that the functions can be operated intuitively during travel. Here the MINI Clubman Concept has taken classic operating elements that have been a part of MINI for 55 years and consistently advanced them.

### 3. All new, all MINI: the new MINI.



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 with MINI TwinPower Turbo Technology and innovative driver assistance systems make the new MINI more athletic, efficient, vibrant and progressive than ever before. The car's characteristic go-kart feeling is now enhanced with optimised ride comfort, with 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.

The two entry-level variants of the new MINI will be on display at the 2014 Geneva Motor Show for the first time. The new MINI One (combined fuel consumption: 4.7-4.6 l/100 km, combined CO<sub>2</sub> emissions: 109-108 g/km) is powered by a 3-cylinder petrol engine with an output of 75 kW/102 bhp, while the new MINI One D (combined fuel consumption: 3.5-3.4 l/100 km, combined CO<sub>2</sub> emissions: 92-89 g/km) takes first place in the efficiency ratings of the British premium brand with a likewise newly developed 70 kW/95 bhp 3-cylinder diesel engine. So as of market launch, two particularly fuel-efficient models are added to a model range which consists of the MINI Cooper S, MINI Cooper and MINI Cooper D.

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

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 rear backrest with a 60:40 split is not only foldable, its tilt angle can be adjusted too.

The evolutionary refinement of the model's design ensures that not just its proportions are retained but also its characteristic features. 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. 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 new MINI LED headlamps are available as an optional extra. The LED units for high and low beam shine in bright white and are surrounded by an LED daylight driving ring, the lower section of which reaches down to the white turn indicators.

### **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. The most important new features include the instrument cluster on the steering column with circular instrument displaying such information as road speed, engine speed and fuel supply.

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. The innovative display and operating concept is supported by a lighting design which is exclusive 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.

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

The launch of the new MINI sees a change of generation in the area of engines. For the first time, both 3-cylinder and 4-cylinder engines are used, all featuring MINI TwinPower Turbo Technology. In all petrol engines this includes turbocharging, direct petrol injection and variable camshaft control. This is supplemented by fully variable valve control in the power units of the models MINI Cooper S and MINI Cooper. The diesel engines of the new MINI One D and the new MINI Cooper D have a turbocharger with variable turbine geometry as well as the latest generation of common rail direct injection. The result: a further boost to driving fun along with increased efficiency and adherence to the EU6 exhaust emission standard.

The 2.0-litre 4-cylinder engine in the new MINI Cooper S has a peak output of 141 kW/192 bhp, allowing acceleration of zero to 100 km/h in 6.8 seconds (automatic: 6.7 seconds). The average fuel consumption of the new MINI Cooper S is 5.7 to 5.8 litres (5.2 to 5.4 litres) per 100 kilometres, while its level of CO<sub>2</sub> emissions is 133 to 136 grams per kilometre (122 to 125 g/km). With output increased by 10 kW/14 bhp to 100 kW/136 bhp, the 1.5-litre 3-cylinder engine of the new MINI Cooper likewise offers a definite bonus in terms of sporty flair and efficiency. The MINI Cooper sprints in 7.9 seconds (automatic: 7.8 seconds) from standing to 100 km/h, as well as having a level of fuel consumption which has been reduced to 4.5 to 4.6 litres (4.7 to 4.8 litres) per 100 kilometres and CO<sub>2</sub> emissions of 105 to 107 grams per kilometre (109 to 112 g/km). In the new MINI One, increased liveliness is due to a 1.2-litre 3-cylinder power unit with an output of 75 kW/102 bhp which provides acceleration of zero to 100 km/h in 9.9 seconds (automatic: 10.2 seconds) and achieves an average fuel consumption of 4.6 to 4.7 litres per 100 kilometres (4.8 to 4.9 litres) along with CO<sub>2</sub> emissions of 108 to 109 grams per kilometre (112 to 114 g/km).

The new MINI Cooper D also lines up for the start with increased power and a reduced level of fuel consumption as compared to its predecessor. It is powered by a 1.5-litre 3-cylinder diesel engine with an output of 85 kW/116 bhp and sprints with both manual and automatic transmission in 9.2 seconds from zero to 100 km/h. Its average fuel consumption is reduced to just 3.5 to 3.6 litres (automatic: 3.7 to 3.8 litres) per 100 kilometres and its CO<sub>2</sub> figures are 92 to 95 grams per kilometre (98 to 99 g/km). The most economical way to experience the driving fun so typical of the brand is offered by the new MINI One D, also powered by a 1.5-litre 3-cylinder diesel engine which has an output of 70 kW/98 bhp, accelerating from zero to 100 km/h in 11.0 seconds. The average fuel consumption of the new MINI One D is 3.4 to 3.5 litres per 100 kilometres, while its level of CO<sub>2</sub> emissions is 89 to 92 grams per kilometre (all figures based on the EU test cycle, dependent on tyre format selected).

As an alternative to the standard 6-speed manual transmission, a new 6-speed automatic transmission is available for all variants of the new MINI except the MINI One D. In conjunction with the MINI navigation system, the automatic transmission is also able to take account of the route profile in controlling gear shifts. Efficiency is significantly boosted by means of extensive MINIMALISM technology, consistently optimised weight and improved aerodynamic properties.

**MINI Driving Modes: sporty flair and efficiency at the 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 needs-based 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 damper set-up where applicable. In the efficiency-oriented GREEN mode in conjunction with automatic transmission it is also possible to use the coasting function.

**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 keeps to the well-established design principle of the single-joint spring strut axle at front along with a multilink rear axle that is unique within the competitive environment, as well as featuring extensive optimisation of all components in terms of material selection and geometry. The adjustable dampers are another new option. 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.

**New driver assistance systems and services from MINI Connected.**

New features in the program of driver assistance systems include the MINI Head-Up-Display which shows information relevant to the driver on an extendible monitor between the windscreen and steering wheel. The new Driving Assistant option includes a camera-based cruise control and distance function, a collision warning with initial braking function, road sign detection and high beam assistant. A rear view camera and parking assistant are also available.

The option MINI Connected or MINI Connected XL is also available in conjunction with the Radio MINI Visual Boost or a 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. MINI Connected XL also features the Journey Mate function for networked navigation including Real Time Traffic Information. 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.

For the first time, it is now possible in many markets to have the new MINI fitted with a SIM card which remains permanently installed in the car. This is used to establish phone connections required for the use of the optional functions Emergency Call and MINI Teleservices.



## 4. Great diversity, unmistakable style: the current MINI model program.

The new MINI puts the British manufacturer of premium small cars and compact models fully on course to continue its global success story. Since its relaunch in 2001 the brand has become established worldwide as the epitome of individual style, highly expressive design, premium quality and characteristic driving fun. The popularity of the brand and the appeal of its models once again resulted in record sales figures in 2013. Over 305 000 automobiles of the brand were sold in the automobile markets of the world in which MINI is represented, of which there are more than 100.

The continuing growth of MINI is also due to the consistent expansion of its model range. Over the years the model program of the MINI family has grown to 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.

### **With all-wheel drive and extreme sporty flair.**

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.

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 both 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.

Regardless of the body variant and engine type, every MINI has distinctive features deriving from the brand's origins and tradition, a 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 55 years, with the brand's history exercising an exceptionally powerful fascination.

**Efficient, individual, innovative and of lasting value.**

Top-quality engine and suspension technology guarantees the characteristic go-kart feeling, combined with exemplary fuel consumption and emission figures. The extensive range of customisation options is also typical of the brand. The program of special equipment features and Original MINI Accessories offers plenty of scope for enhancing motoring fun, comfort and functionality according to individual needs. There is also an unusually wide selection of exterior paint finishes, interior colours, seat covers and trim variants to reflect personal style in both the exterior and interior design of the car.

What is more, the MINI models' combination of driving fun, charisma, high-end technology and premium quality contributes to their high value retention. For years, automobiles of the brand have held leading positions in this discipline too - the latest example being the award of "Value Master 2014" presented to the MINI Countryman by Europe's top selling car magazine "Auto Bild".

Another MINI hallmark is the innovative range of in-car infotainment. With MINI Connected, the British manufacturer emphasises its leading role in the intelligent networking of driver, automobile and the outside world. The integration of telecommunications, entertainment and online functions as offered by modern smartphones helps make driving a MINI more fascinating, convenient and entertaining. Here, cutting-edge interface technology guarantees uniquely effective preparation for the future.