

MINI AT THE NEW YORK INTERNATIONAL AUTO SHOW 2014. CONTENTS.



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Note: Unless otherwise stated, the automobiles described in this press release comply with the specifications for the US automotive market in terms of engines and fittings.
Deviations are possible in other markets.

1. MINI at the New York International Auto Show 2014. (Short version)



The British premium brand MINI clearly signals the continuation of its success story at the New York International Auto Show in 2014. The main focus here is the world premiere of the new MINI Countryman. The latest version of the first MINI with four doors, a large tailgate, five seats and optional all-wheel drive system ALL4 will ensure that hallmark brand driving fun and distinctive style become even more sought-after in the premium compact segment. Fresh accentuations in design, refined premium characteristics in the interior and innovative equipment features hone the profile of the new MINI Countryman as an all-round talent for versatile mobility and an active lifestyle.

With over 66,500 units sold, the USA was the important single market for automobiles of the MINI brand in 2013. And the new edition of the largest MINI model now sees its world premiere in that country's largest city. The new MINI Countryman has everything it takes to continue to attract additional target groups to the distinctive style of the British brand in future. What is more, all indicators are pointing to growth in the small car segment. And the new MINI - also on show in New York - offers the ideal basis for this. The new generation of the original - still the most popular member of the MINI family - provides significant and impressive advancements in the areas of driving fun, efficiency, space, comfort, safety and innovation. With the new editions of the two top-selling models leading the way, the British manufacturer presents the most attractive product program in its history at the New York International Auto Show from April 18th to 27th 2014.

The world premiere of the new MINI Countryman gives an additional boost to the brand's advancement into the premium compact segment. Distinctive proportions and dimensions, increased ground clearance and an interior which is both spacious and variable - these are the defining characteristics of the first MINI, whose exterior length now exceeds 13 feet. The new edition of the MINI Countryman underscores both the hallmark brand properties of the model as well as its specific, distinctive features. Modifications in the area of exterior design include a new structure of the hexagonal radiator grill, striking underride guard elements for the MINI Cooper S Countryman ALL4, additional exterior paint finishes and the optional Exterior Piano Black. And there are also enhancements in acoustic comfort, athletic flair and premium

interior characteristics. Additional accents are provided by weight-optimised light alloy wheels and LED fog lights including parking and daytime driving lights in LED technology.

On the US automotive market the MINI Countryman will be available in two engine variants in future, too, in addition to the highly sports-oriented top model MINI John Cooper Works Countryman. The all-wheel drive system ALL4 specially developed for MINI is optionally available for the MINI Cooper S Countryman. It comes as standard with the MINI John Cooper Works Countryman.

The new MINI once again stands as the pioneer of individual style, premium quality and high-end technology in the small car segment. The latest generation of the original combines evolutionary design advancements with enlarged space and refinements to materials and finish details in the interior. On all four seats there is a tangible increase in freedom of movement, while the luggage compartment has been expanded by around 30 percent. Entirely newly developed engines increase both the driving fun and the efficiency of the new MINI. 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.

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. There will be a choice of the models MINI Cooper and MINI Cooper S at the market launch in the USA. Both can be fitted with either the standard 6-speed manual transmission or the optional 6-speed automatic transmission, according to preference.

The new MINI Countryman and the new MINI are crucial in setting the British premium brand's course for further growth on the global automotive markets. In addition to this, the constantly increasing popularity of MINI in the USA derives from the ongoing expansion of the model program. The current range comprises seven models in total. In the premium small car segment it runs from the latest generation of the MINI to the MINI Clubman with enlarge space for rear passengers and luggage as well as the puristically and athletically designed two-seater MINI Coupé and including the models MINI Convertible and MINI Roadster - which provide open-top driving fun on either four or two seats. What is more, the brand has become well

established in the premium compact segment, not just with the MINI Countryman but also with the Sports Activity Coupé MINI Paceman.

The aspirations of especially performance-oriented MINI fans are addressed by the extremely sporty John Cooper Works models. The range of top sports cars now also extends to the small car and compact segments. Here, motor racing technology in the area of engine and suspension, aerodynamically optimised exterior components and a specific cockpit design pave the way for exceptionally intense driving fun in everyday traffic.



2. All-rounder in top form: the new MINI Countryman.

The MINI Countryman has pursued its path to success not just in urban traffic but beyond paved roads, too. The first MINI with four doors, a large tailgate, five seats and optional all-wheel drive now gives an additional boost to the brand's advance into the premium compact segment. Selective design modifications for the exterior and interior as well as innovative equipment features contribute to the more mature charisma and increased appeal of the new MINI Countryman, which sees its world premiere at the New York International Auto Show 2014. This gives it a more pronounced profile as an all-round talent for versatile mobility and an active lifestyle.

With striking body design accents and refined premium characteristics in the interior, the new MINI Countryman specifically emphasises the strengths that account for its exceptional standing within the competitive field. Now an important pillar of growth for MINI with 350,000 units already sold worldwide, the compact model has everything it takes to continue to attract new target groups to the characteristic driving fun and distinctive style of the British premium brand.

On the US automotive market the MINI Countryman will be available in two engine variants in future, too, in addition to the highly sports-oriented top model MINI John Cooper Works Countryman. The all-wheel drive system ALL4 specially developed for MINI is optionally available for the MINI Cooper S Countryman. It comes as standard with the MINI John Cooper Works Countryman.

Exterior: striking accentuations for enhanced presence and distinctive style.

The distinctive appearance of the MINI Countryman derives from its dimensions, four doors, large tailgate and specific roof shape as well as an individual interpretation of the brand's hallmark proportions and design features. In the new MINI Countryman, both model-specific and hallmark brand elements are given additional emphasis. The upright front section instantly conveys a powerful presence, while a newly designed structure for the characteristic hexagonal radiator grill now further underscores this impression. Finished in chrome and bearing a curved "S" in red in the new MINI Cooper S Countryman, there is now a horizontal radiator grill rib that

helps give the front view a clear, purist expression to ensure instant recognition. The front section of the new MINI John Cooper Works Countryman features a red radiator grill rib supplemented with the John Cooper Works logo. On the Cooper model variant the radiator grill is subdivided by two ribs.

The robust yet versatile character of the new MINI Countryman is also given intense emphasis. In the MINI Cooper S Countryman ALL4, striking underbody guard elements for the front and rear apron as well as for the side sill area are now included as standard. These focus more strikingly on the ground clearance of the MINI Countryman, indicating its potential for driving fun away from paved roads. They are also optionally available for front-wheel drive models.

The range of exterior paint finishes has been expanded with the addition of Jungle Green metallic and Midnight Grey metallic. What is more, the finish Starlight Blue metallic can now be selected for the MINI Countryman for the first time. A contrasting paint finish for the roof and exterior mirror caps in black or white are available on request and at no extra charge for all model variants. A contrasting paint finish in red is likewise offered free of charge exclusively for the new MINI John Cooper Works Countryman.

Another customization option is the new Piano Black Exterior. It comprises a paint finish in high-gloss black for selected surfaces, thereby providing novel emphasis not only for the car's characteristic features but also for the proportions of the new MINI Countryman. In addition to the surrounds of the headlamps and rear lights, a high-end dark shading is applied to the diagonal links between the A columns and front wheel arches, the roof rails and the cross-ribs in the radiator grill of the MINI Cooper Countryman.

New alloy wheels with reduced weight, LED fog lights.

Adaptations to the wheel rim program contribute to increased agility in the new MINI Countryman. The 17-inch light alloy wheels in the new 5-Star Triangle Spoke Design for the MINI Cooper S Countryman are lighter than their predecessors and give the SAV a rugged look. They are also optionally available in a two-color design. Meanwhile, the MINI John Cooper Works Countryman features 18-inch light alloy wheels in Twin Spoke Black Burnished Design as standard.

For the first time, the range of optional extras includes LED fog lights with parking and daytime driving lights in LED technology. (Standard for Cooper

S and John Cooper Works models) These provide an intense, bright white light with a much higher level of energy efficiency than conventional headlamps. The structure of their light sources in full LED technology helps make the front view of the new MINI Countryman striking and instantly recognizable. This light can be used to improve visibility in fog and is generated by three LED units arranged horizontally at the centre of the cluster, radiated across the entire surface of the headlamp. The daytime driving light takes the form of a luminous ring fed by 15 LED units. When the parking lights are switched on, only five LED units are active in the upper third of the ring.

Interior with optimized acoustic comfort and optimised premium characteristics.

In the interior of the MINI Countryman, characteristic brand design features are combined with unusually generous space and a high degree of variability. The premium compact model offers five seats as standard along with the MINI Center Rail attachment system fitted between the driver and front passenger seat. The MINI Countryman offers a comfortable ride not only on rough terrain but also over longer distances. Meanwhile, expansion of the luggage compartment from approximately 17.5 to 42.2 cubic feet provides space for luggage, bulkier sports equipment or other any other items that may be required for leisure activities. To this end the rear seats can be shifted longitudinally by up to approximately 5 inches, either together or in a 40 : 60 split. It is also possible to adjust the tilt angle of the rear backrests, and the rear backrests can be folded down in a 40 :: 20: 40 split.

Another factor that helps provide a pleasant driving and travel experience in the new MINI Countryman is its acoustic comfort, which has also been further enhanced. What is more, the displays and controls have been redesigned so as to enhance the car's sporty flair and premium character. All model variants of the new MINI Countryman now have anthracite-colored dials for the engine speed and road speed display in the style of the MINI John Cooper Works Countryman, whose central instrument now also bears the John Cooper Works logo. The standard trim of the new MINI Countryman also includes chrome applications for the ventilation controls.

Safety at 5-star level, high-quality equipment, innovative MINI Connected in-car infotainment.

The integrated safety concept of the MINI Countryman guarantees outstanding occupant protection. Its extensive standard features in the

area of active and passive safety led to a top score of 5 stars on the Euro NCAP crash test in 2012 as well as the award of Top Safety Pick 2012 by the Insurance Institute for Highway Safety.

Other equipment for enhanced driving fun and comfort is also of high-end quality. Standard or optional features include the MINI Center Rail, sports seats, xenon headlamps and adaptive turning light, automatic air conditioning, comfort access, panorama glass roof, multifunction steering wheel with cruise control, high-end audio systems and the MINI navigation system.

Another special highlight within the segment of the new MINI Countryman is the wide range of MINI Connected functions for use in conjunction with Radio MINI Visual Boost and the MINI navigation system. It ensures extensive integration of smartphones in the car, allowing the use of internet-based services in the areas of infotainment, social media, communication and driver experience. These are provided via apps whose functional diversity is being continuously expanded. Operation is intuitive and reflects hallmark MINI style by means of a joystick in the center console and the on-board computer in the central instrument.



3. Thrilling driving fun, unique style, growing diversity: the current MINI model program.

With over 66 500 units sold, the USA was the most important single market for automobiles of the MINI brand in 2013. In the twelve years since its relaunch when sales of the first models started in the USA, the British brand has become established on the American continent as the epitome of individual style, powerfully expressive design, premium quality and characteristic driving fun. MINI is now represented by 119 dealers in 38 US states. The 500,000th MINI was supplied in the United States last year.

The continuous growth in popularity of the MINI brand is a global phenomenon which helped the British manufacturer of premium automobiles in the small and compact segment achieve yet another record sales figure in 2013. The brand's fascinating tradition contributes as much to the appeal of MINI as the expressive design and typical driving fun offered by the current models. Ever since the relaunch of the brand in 2001, the principle embodied by the classic Mini 55 years ago of providing maximum interior space and functionality within limited dimensions has been consistently reapplied in modern style to meet the needs of the 21st century. At the same time, MINI has done pioneering work in the development of small cars that stand clearly apart from the competition with their particularly high-grade engine and suspension technology, premium quality and unique customization options. Due to this combination, MINI continues to stand out as the original in the premium segment for small and compact automobiles, achieving outstanding success wherever trend-conscious target groups set discriminating standards in terms of the quality, technology and individual style of their car.

The MINI family: seven models, one unique style.

Another factor contributing to the ongoing growth of MINI is the consistent expansion of its model range. There are now a total of seven models of the British brand available on the US automotive market, too. The MINI concept embodies the principle of space economy and driving fun in its most authentic form. The latest generation of the original combines the tradition-steeped body shape and its classic characteristics with evolutionary design advancements as well as further improvements in the areas of driving fun, efficiency, comfort, safety, functionality and quality. Newly developed

engines guarantee increased sporty flair and reduced levels of fuel consumption. Refined suspension technology - also including adjustable dampers for the first time - provides typical go-kart feeling and optimised ride comfort.

What is more, the new MINI offers more space for all four occupants and luggage, a new display and operating concept and significantly increased diversity in the range of driver assistance systems. New features include the first MINI Head-Up Display, the Driving Assistant and the Parking Assistant.

The MINI Clubman combines hallmark brand driving fun with an extended wheelbase and expanded interior space. In the USA it is available in the variants MINI Cooper Clubman and MINI Cooper S Clubman. The MINI Coupé is presented in consistently sporty style as a purist 2-seater in the variants MINI Cooper Coupé and MINI Cooper S Coupé. With the MINI Convertible and the MINI Roadster, there are two ways of enjoying driving fun in an open-top premium small car. The models MINI Cooper Convertible, MINI Cooper S Convertible, MINI Cooper Roadster and MINI Cooper S Roadster are available in the USA.

And there are now two models representing the brand's venture into yet another 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 five seats. The all-wheel drive system ALL4 specially developed for MINI is available for this agile all-rounder, as it is for the Sports Activity Coupé MINI Paceman.

Top athlete with an unmistakable character: the John Cooper Works models.

The aspirations of especially performance-oriented MINI fans are addressed by the extremely sporty John Cooper Works models. The range of top sports cars now also extends to the small car and compact segments. The John Cooper Works models generate an authentic race feel with their drive and suspension technology derived directly from motorsports, an aerodynamically optimized exterior and specific interior styling.

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 as appropriate to the given situation. In addition, the models MINI John Cooper Works Clubman, MINI John Cooper Works Coupé, MINI John Cooper

Works Convertible and MINI John Cooper Works Roadster are currently available in the USA.