

MINI at Auto China Beijing 2014. Table of Contents.



1. MINI at Auto China Beijing 2014. (short version)	2
2. Sporty, elegant, unique: the new MINI Paceman.	5
3. All-rounder in top form: the new MINI Countryman.	8
4. All new, all MINI: the new MINI.	10
5. Success based on driving fun, quality and style: the current MINI model program.	12

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



1. MINI at Auto China Beijing 2014. (Short version)

British premium brand MINI presents its latest range at Auto China 2014 in Beijing - the most diverse and attractive program of MINI models to date. The world premiere of the new MINI Paceman will be one of the highlights awaiting visitors to the international motor show, which takes place in the Chinese capital from April 23rd to 29th, 2014. The first Sports Activity Coupé in the premium compact segment benefits from a selective model revision package that lends even greater emphasis to its extrovert style, versatile athletic character and high-end functionality.

The new MINI Countryman likewise sees its Asian premiere at Auto China 2014 featuring a range of detailed refinements. The new MINI heads up the remainder of the model family at the Beijing motor show. The latest generation of the original in the small car premium segment combines a design characterised by evolutionary advancements with extended exterior space, new 3 and 4-cylinder engines featuring MINI TwinPower Turbo Technology and innovative driver assistance systems for increased driving fun, comfort and safety.

As an individualist within its segment and an exceptional phenomenon on Chinese roads, the MINI Paceman is raising eyebrows on the Chinese automotive market among target groups geared to both fashion and quality. Powerful proportions, flowing lines in typical coupé-style and a lounge-like interior with four individual seats convey an elegant, athletic style that is even further highlighted with the model revision. The new MINI Paceman features a large number of optimised details that also enhance the car's unmistakable visual appeal and acoustic comfort as well as the premium character of its interior.

Distinctive visual accents include the newly designed, weight-optimised light alloy wheels, a modified and model-specific radiator grille design for the MINI John Cooper Works Paceman, new exterior paint finishes and the optionally available Piano Black exterior line. The new MINI Paceman can also be optionally equipped with LED fog lights including daylight driving light and parking light in LED technology. Dark dials for engine speed and road speed display as well as chrome applications for the ventilation controls

underline the sporty, elegant interior style of the compact Sports Activity Coupé.

The British brand continues its successful advance into a new vehicle segment with both the new MINI Paceman and the new MINI Countryman, likewise on display in Beijing. The ALL4 all-wheel drive system specially developed for MINI is optionally available for both models. Meanwhile, permanent all-wheel drive is standard in the top sports models MINI John Cooper Works Paceman and MINI John Cooper Works Countryman. The new MINI Countryman is now more attractive, too, with precise modifications to the exterior and interior. In addition to the refinements also featured in the new MINI Paceman and in conjunction with the ALL4 all-wheel drive system, the MINI Countryman gains an underride guard at the front and rear that is also optionally available for front-wheel drive models. In this way, the first MINI with four doors, a large tailgate and room for five passengers underscores its character as a powerfully expressive all-rounder, combining versatility and functionality with hallmark MINI style, outstanding driving fun, exemplary safety and uncompromising quality.

On the Chinese automotive market, too, constant growth in the brand's popularity is accompanied by a continuously expanding model range. Over and above the MINI Paceman and the MINI Countryman, the model program features five additional models. These range from the latest MINI generation featuring the classic body variant to the MINI Clubman with extended interior space for rear passengers and luggage, the sporty and puristically designed 2-seater MINI Coupé and also the MINI Convertible and MINI Roadster, both of which offer open-top driving fun on four or two seats.

The international motor show Auto China is one of Asia's leading automobile trade fairs. Now in its 13th year, it acts as an important forum for both domestic and international companies in the sector to present their products and technologies. Automobile manufacturers from all over the world exhibit their latest models, concept studies and innovations at the China International Exhibition Center. In 2014, too, Auto China offers a comprehensive overview of the latest products in the field of accessories as well as tool and production technology. Auto China has been held every two years since 1990, attracting continuously growing interest over the years. In 2012 the event organisers already registered some 800,000 visitors.

2. Sporty, elegant, unique: the new MINI Paceman.



As an extravagant individualist in urban traffic, the MINI Paceman is a real eye-catcher. The world's first ever Sports Activity Coupé in the premium compact segment presents an excitingly athletic and elegant design, enthralling sporty driving properties and exemplary efficiency. Now there's even more to discover: the new MINI Paceman premiered at Auto China 2014 in Beijing features precise visual modifications, enhanced premium characteristics in the interior and innovative equipment details.

The compact Sports Activity Coupé is further evidence of the innovative flair that is so typical of the British premium brand MINI in its development of exceptional automobile concepts. With two doors, a large tailgate, dynamically elongated lines and powerful proportions, the MINI Paceman conveys athletic potential, modern functionality and versatility - ensuring characteristic driving fun not just in city traffic and over long distances but also beyond paved roads thanks to the all-wheel drive system ALL4.

On the Chinese automotive market there are two 4-cylinder engines to choose from for the new MINI Paceman, both of which are powerful and fuel-efficient. Meanwhile another even more powerful 4-cylinder turbo engine ensures extreme sporty driving fun in the new MINI John Cooper Works Paceman. Fitted as standard with the all-wheel drive system ALL4, the latest version of this top athlete also lines up for the start at the same time as the market launch of the new MINI Paceman. In the models MINI Cooper S Paceman ALL4 and MINI Cooper Paceman ALL4, power transmission to all four wheels likewise optimises traction, ride stability and sporty flair on bends. The MINI Cooper Paceman will also be available in China with the classic MINI front-wheel drive.

Expressive design with fresh accentuation details.

Part of the innovative concept of the MINI Paceman is its distinctive, expressive body design. The upright front section with large headlamps and hexagonal radiator grille contour radiates solidity and presence. In certain model variants the radiator grille features a specific contour and grid structure. The new MINI John Cooper Works Paceman can also be identified by a horizontal radiator grille rib finished in red. Another indication of the

car's extreme athletic capabilities is the John Cooper Works logo on the honeycomb pattern.

In addition to the long doors in the style of a coupé, striking features in the side perspective especially include the roof which sits on top of the car virtually seamlessly, optionally available in a contrasting colour. The flowing roof line which falls off to the rear and the tapering side window graphic create a stretched, wedge-like silhouette. The new option Piano Black Exterior comprises a paint finish in high-gloss black for the headlamp surrounds and rear lights, for the diagonal links between the A columns and the front wheel arches and for the optional roof rails and radiator grille cross-ribs of the MINI Cooper Paceman.

Other new features are to be found in the range of exterior paint finishes. The colours Jungle Green metallic and Midnight Grey metallic are now available for the new MINI Paceman, too.

New light alloy wheels with reduced weight, optional LED fog lights.

Light alloy wheels come as standard with all model variants of the MINI Paceman. Newly designed for the MINI Cooper Paceman and the MINI Cooper Paceman ALL4, the 16-inch light alloy wheels in 5-Star Air Spoke Design help increase the agility and fuel efficiency of these models with their reduced weight and optimised aerodynamic properties. The 17-inch light alloy wheels in the new 5-Star Triangle Spoke Design for the MINI Cooper S Paceman are also lighter than their predecessors. Meanwhile, the MINI John Cooper Works Paceman features 18-inch light alloy wheels in Twin Spoke Black Burnished Design as standard.

Also new to the program of optional extras are the LED fog lights including parking and daytime driving lights in LED technology, ensuring both clear visibility and a striking appearance. They provide an intense, bright white light with a much higher level of energy efficiency than conventional headlamps. Perfect for improving visibility in fog, this light is generated by three LED units arranged horizontally at the centre of the cluster and 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.

Exclusive ambience, optimised acoustic comfort, sporty flair and refined premium characteristics in the interior.

For even more sporty flair in the cockpit there are now anthracite-coloured dials for the engine speed and road speed display in the style of the MINI John Cooper Works Paceman, whose central instrument now also bears the John Cooper Works logo. The standard trim of the new MINI Paceman likewise includes chrome applications for the ventilation controls, clearly reflecting the refined premium characteristics of the 4-door model's interior.

One of the features that highlights the functionality of the MINI Paceman is the standard MINI Center Rail storage system between the front seats, including a storage tray at the rear. In addition, the rear backrests can be folded down individually. This enables expansion of the luggage volume from 330 to as much as 1 080 litres.

Driving fun, safety, comfort and networking at the very highest level.

The suspension technology of the MINI Paceman is of exceptionally high quality for the compact segment and contributes to car's impressive agility, in conjunction with its powerful engines. Meanwhile outstanding occupant protection is yet another of its particular quality features. In this model, too, the integrated MINI safety concept comprises a crash-optimised body structure and a full range of features in the areas of active and passive safety. All in all this puts occupant safety at the same level of the MINI Countryman, which was awarded the top 5-star rating on the Euro NCAP crash test.

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 based on cutting-edge interface technology. The integration of entertainment and online functions offered by modern smartphones helps make driving a MINI even more fascinating, convenient and entertaining.



3. 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. This gives it a more pronounced profile as an all-round talent for versatile mobility and an active lifestyle.

On the Chinese automotive market the MINI Countryman will be available in three 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 and the MINI Cooper 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. Finished in chrome and bearing a curved "S" in red in the new MINI Cooper S Countryman, there is now a horizontal radiator grille 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 grille rib supplemented with the John Cooper Works logo. In all other model variants the radiator grille is subdivided by two ribs.

The robust yet versatile character of the new MINI Countryman is also given intense emphasis. In conjunction with the all-wheel drive system ALL4, all underbody guard elements for the front and rear apron as well as for the side sill area are now included as standard (exception: MINI John Cooper Works Countryman). 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.

The new option Piano Black Exterior 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 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 as well as to the cross-ribs in the radiator grille of the models MINI One Countryman and MINI Cooper Countryman.

New light alloy wheels, optional LED fog lights.

The MINI Cooper Countryman now comes as standard with 16-inch light alloy wheels in 5-Star Air Spoke Design, offering the advantage of reduced weight and optimised aerodynamic properties. The 17-inch light alloy wheels in the new 5-Star Triangle Spoke Design for the MINI Cooper S Countryman are also lighter than their predecessors.

For the first time, the range of optional extras features LED fog lights that include parking and daytime driving lights in LED technology. 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 recognisable.

Interior with optimised acoustic comfort and refined premium characteristics.

The premium compact model offers five seats as standard along with the MINI Center Rail attachment system located between the driver and front passenger seat. Another factor contributing to a pleasant driving and travel experience in the new MINI Countryman is its acoustic comfort, which has now been further optimised.

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-coloured 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. What is more, the standard trim of the new MINI Countryman now includes chrome applications for the ventilation controls.

4. All new, all MINI: the new MINI.



The latest edition of the MINI features an extensive upgrade in terms of product substance that benefits its sporty, agile handling, ride comfort and efficiency as well as enhancing its unmistakable charisma, 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 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 equipment features. For the first time ever it is possible to fit a MINI 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 elements in this area include the MINI Head-Up-Display, the Driving Assistant and the Parking Assistant.

Evolutionary design advancements, more space in the interior.

Classic MINI proportions, the characteristic three-way separation of body corpus, all-round greenhouse and roof together with a new take on hallmark design features define the exterior of the new model, which has grown by some ten centimetres in length. Its interior offers extended spatial comfort on all four seats as well as a luggage compartment volume expanded by 51 litres to a total of 211 litres.

The design of the interior likewise combines hallmark brand styling with an optimised premium look and feel. In addition to the high-quality selection of materials and colours, a key element here 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.

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 in the area of the central instrument which is unique to MINI.

New engines and optimised suspension technology.

All model variants of the new MINI are powered by completely newly developed engines with three or four cylinders, including MINI TwinPower Turbo Technology featuring a turbocharger, petrol direct injection, variable camshaft control on the intake and exhaust side (double VANOS) and full variable valve control in the form of VALVETRONIC, as patented by the BMW Group. 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 on the front and rear axle have been modified so as to reduce weight and increase component rigidity.

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. The new Driving Assistant option includes a camera-based cruise control and distance function, a collision and pedestrian warning with initial braking function, road sign detection and high beam assistant. A rear view camera and Parking Assistant are also available for the new MINI.



5. Success based on driving fun, quality and style: the current MINI model program.

For MINI fans in China, 2013 was a year defined by sporty flair and driving fun. The market launch of the John Cooper Works models gave them their first opportunity to express a love of premium quality and unmistakable MINI style as well as a passion for motor racing. The MINI Paceman lined up for the start in China, too. With its dynamic lines, the world's first ever Sports Activity Coupé in the premium compact segment adds a whole new touch of style to the streets of Chinese cities. The MINI Paceman also introduces an attractive new facet to the brand's familiar driving fun with suspension technology comprising a highly sports-style set-up and the all-wheel drive system ALL4.

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 its expressive design and the typical driving fun offered by the current models. 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 customisation 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 new MINI: the latest generation of the original.

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 family: seven models, one unique style.

Another factor contributing to the ongoing growth of MINI is the consistent expansion of the model range. There are now a total of seven models of the British brand available on the Chinese automotive market. The MINI Clubman combines hallmark brand driving fun with an extended wheelbase and expanded interior space. In China it is available in the variants MINI One Clubman, 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 China.

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.

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 optimised 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. The models MINI John Cooper Works Clubman and MINI John Cooper Works Coupé are now also currently available in China.