



MINI at the Paris Motor Show 2014. Table of contents.

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1. MINI at the Paris Motor Show 2014. (Short version)

The MINI model family once again presents distinctive personalities in its latest generation. The most recent example of an attractive addition to the model range of the British premium brand will be on show at the 2014 Paris Motor Show. The international motor show in the French capital is the setting for the world premiere of the new MINI 5 door. The second body variant of the new MINI offers two additional doors as well as expanded space for occupants and luggage, thereby providing new ways of experiencing the brand's hallmark driving fun and individual style in a premium model of the small car segment. This means that for the first time in the brand's 55-year history, MINI is now represented in this vehicle category with a 5-door model.

The launch of the new MINI 5 door consistently continues the successful strategy of extending the brand's popularity to additional target groups by expanding the model range. This debut takes the MINI family to a total of eight members. The selection of special equipment features, accessory products and MINI Connected Services that enable hallmark MINI driving fun to be tailored individually to personal preferences is also larger than ever before. The latest highlights in these areas will also be on show in Paris. And MINI offers visitors the opportunity to see a spectacular concept study at the Paris Motor Show from October 4th to 19th 2014, too. The MINI Superleggera™ Vision embodies a pioneering interpretation of the tradition-steeped roadster concept - blending British style, Italian flair, purist design, consistent lightweight construction and purely electric power.

World premiere in Paris: the new MINI 5 door.

An individual character with versatile qualities and yet still a genuine MINI: such is the MINI 5 door, presented for its world premiere at the 2014 Paris Motor Show. Two additional doors facilitate entry to the rear, where three seats are available. The MINI 5 door has a wheelbase that has been extended by 72 millimetres, providing increased space not just for occupants. The luggage compartment is now also around 30 per cent larger than that of the 3-door model, with a volume of 278 litres. What is more, the rear backrest with a 60:40 folding split enables expansion of the luggage compartment volume to as much as 941 litres.

At the market launch of the new MINI 5 door (combined fuel consumption: 5.9 - 3.5 l/100 km, combined CO₂ emissions: there are six engines of the new generation to choose from with three or four cylinders as well as MINI TwinPower Turbo Technology. These cover an output range from 70 kW/95 hp to 141 kW/192 hp, and in conjunction with cutting-edge suspension technology harmonised precisely to suit each specific model they ensure unmistakable driving fun. Other features characteristic of the new MINI generation also include the optimised display and operating concept as well as the large selection of innovative driver assistance systems.

MINI Superleggera™ Vision: British style meets Italian flair.

A collaborative venture between MINI and the Italian design and body manufacturing specialist Touring Superleggera has produced the study of a compact roadster whose design and concept focuses entirely on the essentials: driving fun and aesthetic appeal. Elaborately crafted by hand, the MINI Superleggera™ Vision presents a modern interpretation of a classic open-top two-seater. Its minimalist yet highly emotional design combines British style and Italian flair.

The roadster's characteristic MINI proportions derive a fascinating charismatic touch by being synthesised with the lines and surface finish that are typical of Touring Superleggera. The tradition-steeped art of lightweight construction applied to the manufacture of the body and the study's modern electric drive both contribute to pure driving fun with enthralling agility not to mention ground-breaking efficiency. In the interior of the MINI Superleggera™ Vision, purist and therefore timeless aesthetic appeal is created by means of generous spaces and high-quality materials which are especially authentic since they have largely been left in their original state.

2. More MINI, more possibilities: the new MINI 5 door.



Just a few months after the market launch of the new MINI, the British premium brand expands its model range with the addition of an entirely new body variant. The MINI 5 door combines the hallmark brand driving fun, the distinctive charisma and the extensively refined product substance of the new model generation with additional possibilities arising from the expanded space available. The wheelbase expanded by 72 millimetres, the body lengthened by 161 millimetres as compared to the new MINI and the two rear doors provide greater freedom in terms of interior use.

At the rear of the MINI 5 door there are three seats, and passengers here benefit from the fact that headroom is increased by 15 millimetres as compared to the 3-door model, with interior width increased by 61 millimetres at elbow height along with an extra 72 millimetres of foot space and legroom. What is more, the luggage compartment is 67 litres larger than in the new MINI with a total of 278 litres. The rear backrest with a 60:40 folding split enables expansion of the luggage compartment volume to as much as 941 litres. The MINI 5 door instantly sets new records within its competitive environment in terms of legroom, headroom and the volume of its luggage compartment.

Exterior design: characteristic proportions, clear lines.

The characteristic exterior design of the original in the small car premium segment is authentically transferred to the specific body proportions of the new MINI 5 door featuring the addition of two rear doors. The functional qualities of the 5-door model are also reflected in the clarity of its lines. The unique roof line and the emphasis of the rear section draw attention to the extended length, while the increased overall height reflects the improvement in headroom. The window graphics taper off visually to the rear, contributing to a dynamic wedge shape from the side perspective and indicating the forward thrust of the MINI 5 door even when stationary. The athletic stature of the new MINI 5 door is underscored by a striking sill line between the front and rear wheel arches. Meanwhile the character line below the side windows provides a dynamic downward thrust which directs attention to the large wheel apertures.

The body of the new MINI 5 door is 3 982 millimetres long (MINI Cooper S 5 door and MINI Cooper SD 5 door: 4 005 millimetres), 1 727 millimetres wide and 1 425 millimetres high. This makes the MINI 5 door 161 millimetres longer and 11 millimetres higher than the 3-door version - the width remains the same. Its wheelbase is 2 567 millimetres, while the track width is identical to that of the 3-door model. The range of exterior paint finishes consists of four non-metallic and nine metallic colours. A new feature in the range is the MINI Yours paint finish Lapisluxury Blue. In the models MINI Cooper 5 door, MINI Cooper S 5 door, MINI Cooper D 5 door and MINI Cooper SD 5 door, the roof and exterior mirror caps can be finished in a contrasting colour - white or black - as an option and at no extra cost.

Interior design in MINI style, innovative display and operating concept.

Precise lines, high-end colour and material combinations and modern functionality highlight the orientation of the new MINI 5 door towards driving fun and a premium interior ambience.

The horizontal structure of the cockpit and the circular or elliptical contours of central features such as air vents, instruments and door trim are among the classic MINI design elements. The MINI Cooper S 5 door and the MINI Cooper SD 5 door are fitted with sport seats as standard and these are optionally available for the other variants. A wide range of possibilities for interior customisation is provided by the large selection of upholstery types, interior surfaces, Colour Lines and other design features - including Chrome Line for the interior, lighting package with LED interior lights and orange-coloured ambient lighting - as well as numerous new MINI Yours program features.

The innovative display and operating concept is ideal for safe, intuitive and convenient handling of the various driver assistance systems, infotainment and comfort functions. The instrument cluster on the steering column displays road speed, engine speed and fuel supply by means of superimposed circular instruments. With its indicator elements and extended functionality, the hallmark MINI central instrument significantly intensifies interaction between driver and car. As soon as the key is inside the car, the engine of the new MINI 5 door can be started by pressing the toggle-type start/stop button located in the middle of the centre console, which lights up red.

Powerful engines with MINI TwinPower Turbo Technology.

At the launch of the MINI 5 door, there are three petrol engines and three diesel engines of the latest engine generation to choose from, fitted with

three and four cylinders respectively as well as MINI TwinPower Turbo Technology. With a peak output of 141 kW/192 hp, the 2.0 4-cylinder engine gives the MINI Cooper S 5 door a real dash of sporty flair. The maximum torque is 280 Newton metres and this can be increased to 300 Newton metres by means of the overboost function. This enables a sprint from standing to 100 km/h in 6.9 seconds (automatic: 6.8 seconds). These figures are combined with an average fuel consumption of 6.0 to 5.9 litres (5.5 to 5.4 litres) per 100 kilometres and a CO₂ emissions level of 139 to 136 grams per kilometre (128 to 125 g/km; EU test cycle figures, dependent on tyre format selected).

Spontaneous power delivery and high revving are also characteristic of the 1.5-litre 3-cylinder petrol engine in the MINI Cooper 5 door. This mobilises a peak output of 100 kW/136 hp and a maximum torque of 220 Newton metres (230 Nm with overboost). As a result, the MINI Cooper 5 door takes just 8.2 seconds to accelerate from zero to 100 km/h (automatic: 8.1 seconds). The average fuel consumption is 4.8 to 4.7 litres (4.9 to 4.8 litres) per 100 kilometres, while its level of CO₂ emissions is 111 to 109 grams per kilometre (114 to 111 g/km; EU test cycle figures, dependent on tyre format selected).

A 1.2-litre version of the new 3-cylinder engine is fitted in the MINI One 5 door. With a peak output of 75 kW/102 hp and a maximum torque of 180 Newton metres, this engine guarantees driving fun that is characteristic of the brand. It accelerates the MINI One 5 door in 10.1 seconds (automatic: 10.5 seconds) from zero to 100 km/h, combined with an average fuel consumption of 4.9 to 4.8 litres (5.0 to 4.9 litres) per 100 kilometres and a CO₂ emissions level of 114 to 112 grams per kilometre (116 to 114 g/km; EU test cycle figures, dependent on tyre format selected).

The most powerful turbodiesel engine of the new MINI engine generation mobilises 125 kW/170 hp from four cylinders and a capacity of 2.0 litres. With this peak output and a maximum torque of 360 Newton metres, it ensures impressive pulling power in the MINI Cooper SD 5 door. Acceleration from zero to 100 km/h takes just 7.4 seconds (automatic: 7.3 seconds). The efficiency of the engine is reflected in an average fuel consumption of 4.3 to 4.1 litres (4.2 to 4.1 litres) per 100 kilometres and a CO₂ emissions level of 112 to 109 grams per kilometre (109 to 107 g/km; EU test cycle figures, dependent on tyre format selected).

Spirited power and impressive efficiency are also combined in the MINI Cooper D 5 door. Its 1.5-litre 3-cylinder diesel engine has a peak output of 85 kW/116 hp. The maximum torque is 270 Newton metres, enabling acceleration from zero to 100 km/h in 9.4 seconds (automatic: 9.5 seconds). These figures go hand in hand with an average fuel consumption of between 3.7 and 3.6 litres (3.9 to 3.8 litres) per 100 kilometres and a CO₂ emissions level of 97 to 95 grams per kilometre (102 to 99 g/km; EU test cycle figures, dependent on tyre format selected).

The MINI D 5 door is offered as the entry-level model. Its 1.5-litre 3-cylinder diesel engine delivers a peak output of 70 kW/98 hp and provides a maximum torque of 220 Newton metres. The new MINI One D 5 door accelerates from standing to 100 km/h in 11.4 seconds. It demonstrates exemplary fuel efficiency and emissions with an average fuel consumption of 3.6 to 3.5 litres per 100 kilometres and CO₂ figures of between 94 and 92 grams per kilometre (EU test cycle figures, dependent on tyre format selected).

For made-to-measure driving fun, efficiency and comfort: new transmissions, Dynamic Damper Control and MINI Driving Modes.

Once again in the MINI 5 door, the latest generation of engines ensures an exceptionally favourable balance between driving fun and fuel consumption with the likewise newly developed 6-speed manual and 6-speed Steptronic transmissions as well as extensive MINIMALISM technology. Typical MINI go-kart feeling is guaranteed due to a model-specific version of the refined suspension technology. Dynamic Damper Control with adjustable dampers is optionally available for the MINI 5 door.

The optional MINI driving modes for individual set-up ensure made-to-measure sporty flair and comfort. A rotary switch at the base of the gear or selector lever is used to activate either the standard MID, SPORT or GREEN mode.

Typical MINI: premium quality, a complete set of safety features, innovative options and intelligent connectivity.

The MINI 5 door also benefits from the high standards of the new model generation in terms of material and workmanship quality, safety, acoustic and vibrational comfort as well as innovative equipment features. The new display and operating concept can be optionally supplemented with an on-board computer of up to 8.8 inches in size in the central instrument as well as the MINI Controller with touch-sensitive surface. An optional LED light

ring for the central instrument provides feedback on driving condition as well as on numerous functions activated by the driver.

The new MINI 5 door is the first car in its competitive field to offer the option of LED headlamps. Other features available include LED fog lamps, ambient lighting and Comfort Access. The range of optional driver assistance systems includes the Head-Up Display which extends above the steering column, the Driving Assistant system including camera-based active cruise control, collision and pedestrian warning with initial brake function, high beam assistant, road sign detection, Parking Assistant and rear view camera.

What is more, the diversity of the MINI Connected in-car infotainment program is unique within the competitive field. The MINI 5 door can be equipped with a SIM card which is permanently fitted in the car. This means that Intelligent Emergency Call with automatic detection of vehicle location and accident severity is available, as well as MINI TeleServices. In intelligent, brand-appropriate style, the MINI Connected XL Journey Mate helps the driver plan journeys as well as providing individualised information en route to the destination as required. Numerous additional functions which can be integrated in the vehicle via apps in the areas of social networks and infotainment are now available for both the Apple iPhone and for smartphones using the operating system Android.



3. Onto the next generation with driving fun and individual style: the current MINI model program.

The MINI presentation at the 2014 Paris Motor Show especially reflects the fact that the British brand's model program is more diverse than ever before. Maximum interest is guaranteed for the latest generation of the original in the premium small car segment: the world premiere of the new MINI 5 door means it is represented in Paris with two models. With this new addition to the MINI family, the brand opens up yet another vehicle category to its characteristic driving fun and style. For the first time in the brand's 55-year history, MINI now has a 5-door model in small car category too.

In the latest generation, therefore, MINI has continued to gear its development of new vehicle concepts consistently towards the needs of additional target groups. This continuous expansion of the range to a current total of eight models has contributed significantly to the brand's ongoing global growth. Its popularity derives both from the brand's fascinating tradition as well as the expressive design and enthralling driving properties of the current models. They stand out clearly within their respective competitive environments due to their high-quality drive and suspension technology, premium quality and unique customisation options. In both the small car and compact segments, MINI appeals to modern, trend-conscious target groups who are highly discerning in terms of quality, the level of technology and the degree of individual style reflected in their car.

Progress in typical MINI style: the new model generation.

The new MINI 5 door has a distinctive personality that combines hallmark brand qualities with individual strengths. The bonus in terms of interior space, versatility and functionality is excellently matched with advancements in the areas of driving fun, efficiency, comfort, safety, quality and connectivity that go with the change of generation. And its specifically advanced design instantly identifies the new model as a novel yet typical representative of the British brand.

The latest model sees the launch of a new generation of engines. The power units developed for the new MINI and the new MINI 5 door fitted with three and four cylinders respectively as well as MINI TwinPower Turbo

Technology guarantee increased sporty flair and reduced fuel consumption. MINI thus continues to strengthen its position in the area of efficiency. Refined suspension technology - also including adjustable dampers for the first time - provides typical go-kart feeling and optimised ride comfort. In addition, the models of the new MINI generation offer a new display and concept as well as significantly increased diversity in the program of driver assistance systems.

The current MINI family comprises eight distinctive characters.

The debut of the MINI 5 door increases the model family of the brand to eight distinctive characters. The classic vehicle concept of the brand is equally embodied by the new generation, while the MINI 5 door adds an attractive new aspect. Hallmark brand qualities are shown to optimum effect in the MINI Clubman, too, with its further expanded interior space. The MINI Coupé is presented in consistent sporty style as a purist two-seater with a low centre of gravity and an unmistakably striking body design. With the four-seater MINI Convertible and the two-seater MINI Roadster, motorists are offered two ways of enjoying the brand's typical driving fun in a premium open-top 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 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 power of the 4-cylinder turbo engine is transferred to the road by the standard all-wheel drive system ALL4.



4. Timeless aesthetic appeal blending tradition with modern flair: MINI Superleggera™ Vision.

A collaborative venture between MINI and the Italian design and body manufacturing specialist Touring Superleggera has produced the study of a compact roadster whose design and concept focuses entirely on the essentials: driving fun and aesthetic appeal. The MINI Superleggera™ Vision is a classic roadster. With two seats, compact dimensions and very agile handling, it embodies a minimalistic yet highly emotional style of motoring. The electric drive fitted in this concept study provides a future-oriented version of the driving fun so typical of MINI.

In collaboration with MINI, Touring Superleggera has built a unique, elaborately crafted car which blends the tradition of classic coachwork construction with the clear, British aesthetics of MINI to create timeless aesthetic appeal. Touring Superleggera and MINI share an awareness of history as well as a passion for iconic design and distinctive solutions. These principles are reflected in the MINI Superleggera™ Vision. The study presents a particularly elegant interpretation of a British roadster concept influenced by Italian style and featuring high-precision manual craftsmanship.

British design with an Italian accent - the exterior design.

In its focus on the essentials, the concept study follows the classic Mini presented 55 years ago. The minimalistic yet highly emotional design of the MINI Superleggera™ Vision combines both the heritage and the future of the automotive industry - traditional coachwork craftsmanship in a modern design style.

The perfectly balanced proportions of the MINI Superleggera™ Vision with its stretched bonnet, long wheelbase and short overhangs indicate pure driving fun. As in every MINI, the wheels are set widely on the body. The passenger cell is slightly set back also underscores the car's powerful impression. The overall effect of the MINI Superleggera™ Vision is sporty, elegant and dynamic.

The front of the MINI Superleggera™ Vision bears the traditional MINI design features. Circular headlamps and a hexagonal radiator grille characterise the unmistakable front section, whose design has been refined

over decades and is presented here in contemporary form. There are also striking classic sports car elements such as a wide track and distinctively curved wheel arches that give the front a dynamic presence. The bonnet stripes typical of the brand are three-dimensionally embossed in the MINI Superleggera™ Vision and lead to high-end accentuations in polished aluminium. The front apron and wheel arches provide a flush enclosure of the bonnet - a feature reminiscent of British roadsters in bygone days.

Meanwhile the horizontal rib look of the radiator grille adds a touch of classic sporty flair. The fact that it is closed is a discreet indication of the car's electric motor. The two fog lights echo the circular contours of the headlamps, while a smaller interpretation of them is provided in the radiator grille. The air inlets are also circular, giving the front section a distinctive touch. A flat front splitter made of carbon closes off the front section to the road.

Classic coachwork construction in a cutting-edge interpretation.

The striking element of the side view is the characteristic "Touring Line". It embodies both the high art of coachwork building and classic aesthetics. Surrounded by tight, seamless surfaces, it traces a precise, vibrant movement from the front wheels through to the rear. This reflects the great craftsmanship and longstanding experience of Touring Superleggera in the field of body construction: ever since it was founded the company has stood for fine, light sports car bodies. To this day, Touring Superleggera™ shapes large aluminium sheets by hand using a frame construction. This hand-crafted style of construction gives the MINI Superleggera™ Vision an aesthetic form which would be virtually impossible to achieve by machine manufacture.

There are hardly any gaps in the body since it is made out of large sheets. The result is a closed look that conveys high-quality elegance. The specially developed exterior paint finish Como Blue, which virtually has the effect of a liquid blue metallic, stands for both classic and modern style. It particularly underlines the refined Italian touch of the MINI Superleggera™ Vision. The elaborately designed rims and the elegant exterior mirrors in long-hole look complete with a mirror base in polished aluminium add exclusive accentuations at the side. Echoing the front section, the discreet carbon sills underscore the sporty character of the MINI Superleggera™ Vision.

Meanwhile the striking fin defines the look of the rear, adding a touch of extravagance. It gives the MINI Superleggera™ Vision a particular longitudinal dynamic while at the same time embodying the unconventional air of both MINI and Touring Superleggera Like the "Touring Line" at the side, it is precisely modelled. The absolute highlight at the flat, wide rear are the unusual lights: designed in the form of a Union Jack divided in two, they combine both functionality and symbolism. The lights in modern LED technology express the British roots of the MINI Superleggera™ Vision. The CFRP diffuser rounds off the rear to the road in the style of a sports car.

Interior: traditional materials, reduced shaping.

The exterior and interior design of the MINI Superleggera™ Vision merge seamlessly. Only a surrounding shoulder line in polished aluminium visually separates the exterior and interior from each other.

In its styling and in the look and feel of its materials, the interior design celebrates the tradition and the essence of classic coachwork construction. It reflects how the automobile was created: the essential features are quoted - the untreated aluminium sheeting and the tube-shaped structural elements - and they are made visible in the interior by means of a high-quality interpretation. This is most striking in the instrument cluster. It is created from a single sheet of aluminium and has been left in the same state as the body surface before the paint finish is applied. These generously sized unpainted surfaces and the clearly visible hand craftsmanship go together to reflect the skilled artistry of the coachbuilders. The doors and the sporty 3-spoke steering wheel likewise quote the traditional method of construction. The structural elements in the doors form a Union Jack, discreetly indicating the British origins of the MINI Superleggera™ Vision.

The Center Instrument in the middle of the instrument panel draws on MINI design styling and has been extended for the MINI Superleggera™ Vision to include a touch screen as well as two circular instruments with metal ring surrounds. In addition to the analog clock on the far right, the second framed instrument activates the camera which is integrated between the driver and front passenger seat. It captures particularly worthwhile moments on the road.

The classic materials aluminium and leather in a virtually untreated state define the reduced aesthetics of the MINI Superleggera™ in the interior.

Below the shoulder covered in brown leather in the classic colour Sabbia, the materials are reduced to the essentials. The structural elements in the doors and centre console are finished in high-quality black chrome, exclusively set apart from the aluminium surfaces and the raw, matt textured paint finish in the footwell area. This deliberately contrasting mixture of structured surfaces and high-end materials gives the MINI Superleggera™Vision an exceptional charm.

The sporty bucket seats are a reminder of MINI motor racing achievements and are covered in high-quality black leather. In addition, a touch of Italian flair and tongue-in-cheek MINI style is provided by accentuations in Misty Magenta - almost concealed at points such as the two air outlets under the instrument panel and inside the door openings in the structural elements of the doors.