

MINI at the LA Auto Show 2014.

Table of contents.



1. MINI at the LA Auto Show 2014.	
(short version)	2
2. More MINI, more possibilities:	
the new MINI 5 door.....	4
3. Driving fun, individual style and quality in fresh diversity:	
the current MINI model program.....	8
4. Timeless aesthetic appeal that blends tradition with modern flair:	
MINI Superleggera Vision.....	11

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

1. MINI at the LA Auto Show 2014. (Short version)



With its characteristic driving fun and individual style, the British premium brand MINI has now enthralled discerning and trend-conscious target groups in the American automotive market for 12 years. The new generation of MINI interprets this successful vehicle concept more impressively than ever before, providing high-end technology, premium quality, expressive design and innovative equipment features to create a driving experience that is unique in the small car and compact segment. The fact that the latest generation of the original offers a whole new range of possibilities when it comes to the creative use of space is demonstrated with the US premiere of the MINI 5 door at the 2014 LA Auto Show. The second body version of the new MINI has two additional doors as well as expanded space for both occupants and luggage. This means that for the first time in the brand's 55-year history, MINI is now represented in the small car category with a 5-door model.

The new MINI 5 door is the latest addition to a model family which currently comprises seven members and will be presented to visitors at the LA Auto Show from November 21st - 30th 2014 at the Los Angeles Convention Center along with current new products in the areas of equipment, accessories and MINI Connected. What is more, the design and entertainment Mecca in sunny California provides the ideal stage on which to showcase an exceptional concept vehicle. The MINI Superleggera Vision on show at the 2014 LA Auto Show embodies a pioneering version of the tradition-steeped roadster concept - blending British style, Italian flair, purist design, consistent lightweight construction and purely electric power.

US premiere in Los Angeles: 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 US premiere at the 2014 LA Auto 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. The rear backrest with a 60:40 folding split enables expansion of the luggage compartment volume to as much as 941 litres.

In the US automotive market, the new model will be available in the form of the MINI Cooper 5 door and the MINI Cooper S 5 door. Powerful yet outstandingly efficient engines of the new generation with either three or four cylinders along with MINI TwinPower Turbo Technology are combined with modern, model-specific suspension technology to ensure unique driving fun. Authentic MINI feeling in state-of-the-art form is also provided by the optimised display and operating concept as well as a 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 from 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 groundbreaking efficiency. In the interior of the MINI Superleggera Vision, purist and therefore timeless aesthetic appeal is created by means of generous surfaces 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 additional space available. With a wheelbase extended by 72 millimetres as compared to the new MINI, a body lengthened by 161 millimetres and two rear doors, the MINI 5 door provides greater freedom in terms of interior use.

There are three seats at the rear and passengers 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 its 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: 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. 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 as well as 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 is fitted with sports seats as standard: these are available as optional extras for the MINI Cooper 5 door. 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, the 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.

On the US automotive market there are two petrol engines of the latest generation to choose from for the MINI 5 door, with three and four cylinders respectively as well as MINI TwinPower Turbo Technology. With a peak output of 189 hp, the 2.0 4-cylinder engine gives the MINI Cooper S 5 door a real dash of sporty flair. The maximum torque of the engine is 280

Newton metres (207 ft-lbs) and this goes on stream at 1 250 rpm. With the overboost function it can be briefly increased to 300 Newton metres (221 ft-lbs.). This enables a sprint from standstill to 60 mph in 6.6 seconds (automatic: 6.5 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 134 hp and a maximum torque of 220 Newton metres (162 ft-lbs.) at 1 250 rpm, increased by overboost to as much as 230 Nm (170 ft-lbs). As a result, the MINI Cooper 5 door takes just 7.6 seconds to accelerate from zero to 60 mph (automatic: 7.7 seconds). The average fuel consumption is 4.7 to 4.8 litres (4.8 to 4.9 litres) per 100 kilometres, while the level of CO₂ emissions is 109 to 111 grams per kilometre (111 to 114 g/km; 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 option MINI Connected is also available in conjunction with the Radio MINI Visual Boost and the MINI navigation system. It offers extensive integration of smartphones in the car, allowing the use of internet-based services in the areas of infotainment, communication and driver experience. The MINI Connected program provided through smartphone apps includes vehicle-related functions such as Mission Control, Dynamic Music, Driving Excitement and MINIMALISM Analyser as well as online-based services such as a web radio function, the use of social networks such as Facebook, Twitter, foursquare and Glympse, the reception of RSS news feeds and entertainment features such as AUPEO!, Stitcher, Audible, Rhapsody, TuneIn, Pandora and Amazon Cloud Player. With the colour display in the central instrument, all functions can be operated in typical MINI style - and more comfortably, intuitively and safely than ever before. Numerous functions which can be integrated in the vehicle via apps in the areas of social media and infotainment are available for both the Apple iPhone and for smartphones using the operating system Android.



3. Driving fun, individual style and quality in fresh diversity: the current MINI model program.

After the market launch of the new MINI, the success story of the British premium brand is now also carried forward by the next generation on the US automotive market. The new edition of the original provides impressive product substance that has been extensively upgraded as well as significant advancements in the areas of sporty flair, drive comfort, space, safety and equipment. These qualities of the new MINI 3 door are now expressed in a second body variant. The new MINI 5 door premiered at the 2014 LA Auto Show 2014 also offers a model-specific interpretation of the brand's evolutionary design advancements as well as even greater functionality arising from the extended body length and the two additional doors. In this way the idea of offering hallmark driving fun, expressive design, individual style and premium quality in a wide range of different versions is transferred to the new MINI generation.

For the first time in the brand's 55-year history, MINI now has a 5-door model in small car category too. Once again, therefore, a new vehicle concept is added to the model program that makes driving fun, individual style and premium quality highly attractive to additional target groups. In the USA, too, where the modern MINI took the market by storm in 2002 just after the relaunch of the brand, the continuous expansion of the model range has especially contributed to the constant growth of MINI. The MINI family in the US automotive market currently comprises seven models, each of which distinctively combines hallmark brand qualities and individual strengths.

Progress in typical MINI style: the new model generation.

The latest model sees the launch of a new generation of engines. The two power units available for the new MINI 3 door and the new MINI 5 door in the USA, 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 leading 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 new MINI 3 door embodies the cutting-edge form of the traditional principle of providing maximum interior space on as small a floor surface as possible, thereby perpetuating the brand's classic vehicle concept in the latest generation. The MINI 5 door adds a particularly attractive new aspect due to its clever functionality.

MINI feeling in maximum diversity: open-top, purist, versatile, dynamic, elegant and extremely athletic.

In the USA, too, the MINI brand enjoys the unique status of being a provider of small car and compact segment automobiles that hold great appeal for discerning and trend-conscious target groups based on high-end technology and premium quality as well as agile handling properties and virtually unlimited customisation options. The MINI feeling resulting from this is also expressed in the other models. 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. The MINI Coupé is presented in consistent sporty style as a purist two-seater with a low centre of gravity and a striking body design.

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 dynamic and elegant Sports Activity Coupé MINI Paceman. Both models also occupy an exceptional status within the premium compact segment due to their outstanding occupant protection. The most recent evidence of this is provided by the performance of the MINI Countryman on the current small overlap crash test run by the IIHS (Insurance Institute for Highway Safety) in the USA. It was the only one of twelve automobiles tested in the small car and compact class to achieve the top rating of "good", thereby winning the coveted award of "Top Safety Pick" in 2014.

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 that blends 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 that blends the tradition of classic coachwork construction with the clear, British styling 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 underscoring 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, providing a smaller interpretation of them 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 made 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.