

MINI at the NAIAS Detroit 2015. Contents.



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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 figures for driving performance figures and fuel consumption figures are provisional.

1. MINI at the NAIAS Detroit 2015. (Short version)



One year after the US premiere of the new MINI, the British premium manufacturer presents another spectacular addition to the model range at the 2015 North American International Auto Show (NAIAS) in Detroit. The new MINI John Cooper Works is raring to go and now sees its world premiere at the Mecca of the US automotive industry. This model takes hallmark MINI driving fun - already intensified in the latest generation - to a level of irresistible racing passion. A particularly powerful turbo engine, suspension technology precisely attuned to the race track and an aerodynamically optimised body design give the new MINI John Cooper Works outstanding performance properties.

The new top athlete combines the enthusiasm for top performance embodied by the John Cooper Works brand with the consistently refined quality of the latest MINI generation. At NAIAS 2015, the new version of the original in the premium small car segment will demonstrate that it not only offers extreme driving fun but also provides the perfect basis for fresh diversity. In addition to the new MINI 3 door, the limelight will also be on the new MINI 5 door at the motor show in Detroit. What is more, visitors to the exhibition from January 17th - 25th 2015 will have the opportunity to see the latest additions to the program of MINI Yours special equipment features as well as a particularly fascinating concept study.

The North American International Auto Show traditionally marks the start of the sector's global motor show calendar. It is now one of the most outstanding auto shows in the world and will be held for the 27th time in 2015. More than 200 companies will be presenting their current new models, products and technologies at the Cobo Center in Detroit. Like last year, the organisers expect NAIAS 2015 to attract more than 800,000 visitors.

World premiere for the top athlete: the new MINI John Cooper Works.

The new MINI John Cooper Works offers extreme temperament subject to precise control, making for especially fascinating driving fun in day-to-day traffic. Typical of the John Cooper Works models, these characteristics are created by developing and harmonising technology details for the engine,

suspension, body and cockpit based on in-depth racing expertise and geared towards top performance.

The most important components of this overall package are the powerful 4-cylinder turbo engine, a sports suspension including Brembo sports brake system and exclusive John Cooper Works light alloy wheels, the John Cooper Works aerodynamics kit and particularly large air inlets on the front section of the vehicle as well as a model-specific interior in sports car style. With its exclusive design and equipment features, the new MINI John Cooper Works is set more clearly apart than ever from the other models of the MINI family. It achieves significantly improved driving performance figures and a further reduced level of fuel consumption as compared to its predecessor model.

MINI Superleggera Vision: British style meets Italian flair.

Future-oriented technology and tradition-steeped automobile craftsmanship are combined in the concept study of a compact roadster created as a collaborative venture between MINI and the Italian design and body manufacturing specialist Touring Superleggera. The MINI Superleggera Vision presents a modern interpretation of a classic open-top two-seater merging British style with Italian flair. Elaborately crafted by hand, the study has an electric motor under the bonnet. The vehicle concept and design are focussed entirely on the essentials: driving fun and aesthetic appeal.

The roadster's characteristic MINI proportions derive a fascinating charismatic touch from the unmistakable Touring Superleggera lines and surface finish. The lightweight construction used for the body - another characteristic feature - contributes to pure driving fun, enthralling agility and 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. Pure driving fun, more extreme than ever: the new MINI John Cooper Works.



The tradition-steeped British premium automobile manufacturer launches the current edition of the top athlete in the small car segment at the 2015 North American International Auto Show (NAIAS) in Detroit. The exceptional standing of the new MINI John Cooper Works is due to the most powerful engine ever installed in one of the brand's serial production models, suspension technology refined with racing expertise and model-specific design features that not only optimise the car's aerodynamic features but also underscore its exclusive charisma. With its irresistible temperament and enthralling performance figures, it outperforms the sportiest variants of the new MINI just as impressively as it does the predecessor model with the John Cooper Works logo on the radiator grille.

The power required for this new top-level driving fun is delivered by a 2.0-litre 4-cylinder engine that was developed based on the latest generation of power units with MINI TwinPower Turbo Technology. It generates a maximum output of 228 hp and a maximum torque of 320 Newton metres (236 ft-lbs), accelerating the new MINI John Cooper Works from standing to 100 km/h (62 mph) in 6.3 seconds. With a figure of 5.6 seconds for acceleration from 80 to 120 km/h, the new MINI John Cooper Works even leaves top-class sports cars in the shade. This optimised pulling power is combined with exemplary efficiency. The figures for average fuel consumption and CO2 emissions are 6.7 litres per 100 kilometres and 155 grams per kilometre. In conjunction with the optional 6-speed Steptronic sports transmission, the relevant figures are 5.7 litres and 133 g/km – almost 20 per cent lower than the predecessor model (figures for the EU test cycle, US fuel consumption figures not yet available).

Technology for the engine, suspension, body and interior derived directly from motor racing development defines the exclusive, performance-oriented character of the new MINI John Cooper Works. Combined with the further refined product substance of the new MINI, a top athlete has been created for fans who appreciate authentic race feeling, premium quality and a high level of everyday practicality.

In addition to enormous acceleration capacity, its fascinating performance qualities include outstanding agility, a high degree of steering precision and

precisely controllable handling in highly sporty situations as well as outstanding deceleration figures. This set of unmistakable characteristics reflects longstanding experience in motor racing and bears witness to the tradition-steeped link between MINI and John Cooper Works. Ever since legendary designer John Cooper discovered the sporting talent of the classic Mini presented in 1959, his name has stood for maximum driving fun and spectacular success on the race track with the small British car.

The engine: state-of-the-art basis optimised with racing expertise for top performance.

Under the bonnet of the new MINI John Cooper Works is by far the sportiest version of the latest MINI engine generation. The top athlete's 4-cylinder spark ignition engine traditionally mounted transversely at the front benefits from current advancements in the areas of power delivery, running smoothness and efficiency derived from MINI TwinPower Turbo Technology, combining these with performance characteristics that are unmistakably geared towards motor racing. The car draws its power from an engine whose capacity has been increased by 25 per cent as compared to that of the predecessor model to 2.0 litres, with turbocharging integrated in the exhaust manifold, petrol direct injection with injectors arranged centrally between the valves, fully variable valve control in the form of VALVETRONIC as patented by the BMW Group and variable camshaft control on the intake and exhaust side (double VANOS). This technology package is combined with precisely selected modifications. As a result, the engine of the new MINI John Cooper Works guarantees efficient and reliable driving fun in day-to-day use as well as sporty power delivery for inspirational performance on the race track.

The output bonus as compared to the MINI Cooper S is now higher than before at 39 hp, and the engine of the new MINI John Cooper Works is also exceptional in terms of its pulling power. Geared towards top performance in every way, the engine technology in the new MINI John Cooper Works is rounded off with a specific sports exhaust system. With its low level of exhaust back pressure, this promotes spontaneous power delivery in the engine as well as generating the sound typical of the John Cooper Works models that underscores the engine's performance character with a highly emotional acoustic pattern across all load ranges.

Power is transferred to the front wheels as standard via a 6-speed manual transmission which has been adapted in detail to the engine's performance characteristics. A 6-speed Steptronic sports transmission including shift

paddles at the steering wheel is optionally available for the MINI John Cooper Works.

For precisely controllable go-kart feeling: high-end suspension technology, Brembo brake system, exclusive light alloy wheels.

Together with the hallmark brand concept comprising front-wheel drive, a low centre of gravity, short overhangs, a wide track and a rigid body structure, the suspension technology has undergone extensive further development for the latest generation of MINI so as to provide the perfect basis for thrilling race feeling. The new MINI John Cooper Works is fitted as standard with a sports suspension and benefits from the well-established design principle consisting of a single-joint spring strut axle at front and a multilink rear axle - unique within the competitive environment - as well as optimised details geared towards particularly high engine and driving performance figures.

Standard features of the electromechanical power steering also include the speed-related steering assistance system Servotronic. Dynamic Damper Control is optionally available for the new MINI John Cooper Works. It allows selection of two set-ups for either particularly sporty or more comfort-oriented driving situations.

Another standard feature of the new MINI John Cooper Works is the very high-performance sports brake system developed exclusively for this model. Designed in collaboration with the specialised manufacturer Brembo and precisely harmonised with the properties of the MINI John Cooper Works, the fixed caliper disc brakes guarantee a consistently high deceleration performance even when exposed to intensive stress on the race track. The standard 17-inch John Cooper Works light alloy wheels in forging technology were also created exclusively for the new top athlete in Race Spoke Design.

The standard Dynamic Stability Control (DSC) also comprises the functions Dynamic Traction Control (DTC), Electronic Differential Lock Control (EDLC) - which acts as an electronic locking function for the front axle differential - and Performance Control, which supports agile turning when taking bends at speed.

Exterior design: precise cooling air and wind ducting.

The body design of the new MINI John Cooper Works underscores the performance-oriented yet exclusive character of the top athlete in the small car segment. The front section has strikingly large air inlets which indicate the high cooling requirements of the engine, its ancillary units and the brake, thereby instantly revealing the car's outstanding performance qualities.

The hexagonal radiator grille at the centre of the front section has a characteristic honeycomb pattern and a cross member at the bottom edge finished in red. The John Cooper Works logo also appears here, as well as on the luggage compartment lid at the rear of the car. The LED headlights are surrounded by a daylight driving ring that is also in LED technology.

Precisely shaped air ducting elements in the lower section of the front apron help optimise the car's aerodynamic properties as do the side sills, the rear spoiler and the rear apron in model-specific design. All body elements relevant to airflow were subjected to intense testing in race track conditions in order to precisely harmonise them with the driving dynamics potential of the MINI John Cooper Works, thereby ensuring precise and safe handling at all times.

Eleven paint finishes are available to choose from for the body. The range also includes the MINI Yours paint finish Lapisluxury Blue metallic and the new variant Rebel Green metallic - the latter being available exclusively for the MINI John Cooper Works.

Interior: sports car cockpit with new John Cooper Works sports seats for authentic race feeling.

Due to the increased dimensions as compared to the predecessor model, the new MINI John Cooper Works offers tangibly optimised space on the four seats. The additional functions and the new display and operating concept are combined with specific design features in the style of John Cooper Works, thereby enhancing the intense performance experience this car offers.

Optimum lateral hold in highly dynamic driving situations is ensured by the newly developed John Cooper Works sports seats with integrated headrests and a model-specific upholstery in Dinamica/fabric and the colour Carbon Black. The new seats are also optionally available in a Dinamica/Carbon Black leather version. The exclusive standard fittings likewise include the

newly designed John Cooper Works leather steering wheel with multifunction buttons and the John Cooper Works entry sills, the John Cooper Works gear or selector lever, stainless steel pedals including driver footrest and anthracite roof liner.

Interior trim in Piano Black and red design accentuations not just on the seat surfaces but also on the steering wheel rim, the gear or selector lever, the central instrument surround and the car key all help underscore the car's exclusive charisma. What is more, the new MINI John Cooper Works has model-specific cockpit displays in a style that is presented here for the first time. A dark dial for the speedometer and a white scale for the engine speed display optimise the readability of the instruments arranged above the steering wheel.

The standard fittings of the new MINI John Cooper Works also include the MINI Driving Modes, which allow configuration of an individual set-up. The racing feel in the cockpit can be further enhanced with the optional sports instruments. Meanwhile the full, expanded range of driver assistance systems is also available. It comprises the Head-Up Display that extends above the steering column, the System Driving Assistant including camera-based active cruise control, collision and pedestrian warning with initial brake function, high beam assistant, road sign detection, Park Distance Control, parking assistant and rear view camera. In addition there are high-end features for enhancing comfort, a range of customisation options for the exterior and interior and the innovative MINI Connected program - all of which is likewise available for the new top athlete in the model program.



3. Fresh diversity in the latest generation, too: the current MINI model program.

With high-quality engine and suspension technology, expressive design and premium quality for automobiles in the small car segment, the British brand MINI presents a model range on the US automotive market which was completely new at its market launch in 2002 and remains unique to this day. The MINI model program is geared towards the wishes of demanding, trend-conscious drivers who appreciate the practical benefits of compact dimensions while at the same time attaching importance to agile driving fun, groundbreaking efficiency, individual style, an exemplary level of safety and uncompromising quality. All these qualities have made MINI the original in the premium segment of small cars. They are now embodied more extensively than ever in the new generation of MINI.

From an international perspective, the USA has long been the most important market for MINI automobiles. More than 20 per cent of all new automobiles of the brand sold worldwide provide uniquely distinctive driving fun on American roads. The new MINI now perpetuates this success story, its product substance having undergone comprehensive advancement. Now transferred to the latest generation, the concept of increased diversity in the model program aims to instil enthusiasm for characteristic MINI feeling among additional target groups. The first example of this is the market launch of the new MINI 5 door. The second body variant of the new MINI is the brand's first ever 5-door model in the small car segment. It combines the qualities of the new MINI 3 door with extended space and an even wider range of functions. Extreme driving fun defined by a passion for racing has now also found its way into the latest model generation in the form of the new MINI John Cooper Works, which sees its world premiere at the 2015 North American International Auto Show (NAIAS) in Detroit.

More driving fun, more variety: the latest MINI model generation.

In the latest model generation, the MINI 3 door continues to represent the brand's most tradition-steeped body concept. The principle of the creative use of space within a minimum surface area originally applied in the classic MINI first launched in 1959 now takes on its most state-of-the-art form in the new model, geared entirely towards the needs of individual mobility.

The new edition of the original offers significant advancements in the areas of sporty flair, drive comfort, space, safety, equipment and connectivity.

The new MINI 5 door 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. With the wheelbase expanded by 72 millimetres and the body lengthened by 161 millimetres as compared to the new MINI 3 door, there is greater freedom in terms of interior use. The MINI 5 door has three seats at the rear and passengers here benefit from a definite bonus in terms of interior width, foot space, legroom and headroom. What is more, the volume of the luggage compartment is 67 litres larger than in the new MINI 3 door with a total of 278 litres.

The latest model generation has also seen 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 operating concept as well as significantly increased diversity in the program of driver assistance systems.

Distinctive characters, typical MINI style.

The other members of the brand family are presented as distinct automobile characters that reflect typical MINI style in terms of design, driving fun, premium quality and customisation. 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 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. A passion for racing is expressed more intensely than ever before in the new edition of the MINI John Cooper Works presented at NAIAS 2015. Unique ways of experiencing extreme driving fun are also offered by the models MINI John Cooper Works Countryman and MINI John Cooper Works Paceman. They put the power of their 4-cylinder turbo engine on the road via 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. With two seats, compact dimensions and very agile handling, the MINI Superleggera Vision 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 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 front of the MINI Superleggera Vision bears the traditional MINI design features. Circular headlights and a hexagonal grill characterise the unmistakable front section. 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. The fact that the radiator grille 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.

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.

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 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.

Meanwhile the striking fin defines the look of the rear, adding a touch of extravagance. It gives the MINI Superleggera Vision a particular longitudinal dynamics while at the same time embodying the unconventional air of both MINI and Touring Superleggera. 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.

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. 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. 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 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 Vision in the interior. 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. 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.