

Press release  
20 January 2015

## **Take the wheel: the new MINI One First 5 door.**

New basic model combines hallmark brand driving fun and extended functionality with a particularly high level of economy - five-door body variant of the new MINI available from March 2015 in seven engine types.

**Munich.** Five doors and a new basic engine type now make entry into the world of MINI even more convenient and highly economical at the same time. As of March 2015, the model program of the latest generation of the original in the premium segment of small cars will be expanded to include the MINI One First 5 door. As for the new MINI 3 door, this means that the five-door body variant will also offer a range of seven engine types to choose from. Produced at the MINI plant in Oxford, the MINI One First 5 door will go on the market in Germany at a price of EUR 16,800 (incl. 19 % VAT).

Like all representatives of the latest model generation, the MINI One First 5 door is powered by a completely newly conceived engine featuring cutting-edge MINI TwinPower Turbo Technology. Its 1.2 3-cylinder spark ignition engine combines turbocharging with petrol direct injection and variable camshaft control on the intake and exhaust side (double VANOS). It generates a peak output of 55 kW/75 hp and a maximum torque of 150 Newton metres which goes on stream at 1,400 rpm, accelerating the new MINI One First 5 door from zero to 100 km/h in 13.4 seconds.

Power transmission to the front wheels is taken care of by a likewise newly developed 6-speed manual transmission offering optimised efficiency, reduced weight and a high level of shift comfort. What is more, an integrated gear sensor enables particularly harmonious and dynamic shifting. The high efficiency of the new drive technology is reflected in an average fuel consumption of 5.2 litres per 100 kilometres. The relevant CO<sub>2</sub> emission level of the new MINI One First 5 door is 121 grams per



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kilometre (EU test cycle figures, dependent on tyre format selected).

The market launch of the new basic model expands the engine portfolio of the MINI 5 door (combined fuel consumption: 5.9 - 3.5 l/100 km, combined CO<sub>2</sub> emissions: 136 – 92 g/km) to four petrol and three diesel engines, covering an output range of 55 kW/75 hp to 141 kW/192 hp. Hallmark brand agility, characteristic style and the further refined qualities of the latest MINI generation are combined with additional functionality and comfort in all models, resulting not only from the extra doors but also a wheelbase which has been extended by 72 millimetres as compared to the new MINI 3 door. With its three seats at the rear and a luggage compartment which can be expanded from 278 to 941 litres as needed, the brand's first five-door model in the small car segment has everything it takes to attract new target groups to the driving fun that is so typical of MINI.



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In 2014, the BMW Group sold approximately 2.118 million cars and 123,000 motorcycles worldwide. The profit before tax for the financial year 2013 was € 7.91 billion on revenues amounting to approximately € 76.06 billion. As of 31 December 2013, the BMW Group had a workforce of 110,351 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.

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