

Media information

22 January 2016

## More driving fun, more fresh air, more diversity: the new MINI Convertible.

Market launch on March 5th 2016 – new generation of the open-top 4-seater available in five engine variants – and also: market launch of the new MINI John Cooper Works Convertible (Kraftstoffverbrauch kombiniert: 6,5 l/100 km; CO<sub>2</sub>-Emissionen kombiniert: 152 g/km).

**Munich.** Open-top driving fun in the world's only premium convertible in the small car segment advances to the next stage. The new MINI Convertible (combined fuel consumption: 6.0 - 3.8 l/100 km, combined CO<sub>2</sub> emissions: 139 - 100 g/km) is raring to go and ready to greet the upcoming spring season. The open-top 4-seater goes out to dealerships on March 5th 2016 – with elegantly stretched lines, a noticeable increase in sporty flair, the matured product substance of the new MINI generation and available in five engine variants. At the same time, the market launch of the new MINI John Cooper Works Convertible sees the start of extreme sporty driving fun under the open sky.

The new MINI Convertible is presented with a wide range of exclusive equipment features for open-air pleasure in the style that is typical of the British premium brand. Its fully automatic soft top – purely electrically powered for the first time – is also available as a MINI Yours roof complete with unique integrated Union Jack graphic. Other options include the Always Open Timer, automatic air conditioning with convertible mode and the MINI Connected rain warning function. In order to ensure that driving fun on the sunny side is both agile and safe, there is cutting-edge drive and suspension technology, an extremely rigid body structure and the now fully integrated rollover protection.

Three petrol and two diesel engines of the latest generation with MINI TwinPower Turbo Technology are available to choose from for the MINI Convertible. The new MINI John Cooper Works Convertible likewise lines up for the start with a 170 kW/231 hp 4-cylinder turbo engine.

Firma  
Bayerische  
Motoren Werke  
Aktiengesellschaft

Postanschrift  
BMW AG  
80788 München

Telefon  
+49-89-382-23662

Internet  
[www.bmwgroup.com](http://www.bmwgroup.com)

## Media information

Date 22 January 2016

Topic More driving fun, more fresh air, more diversity: the new MINI Convertible.

page 2

For further details on official fuel consumption figures, official specific CO<sub>2</sub> emissions and power consumption of new cars, please refer to the "Manual on fuel consumption, CO<sub>2</sub> emissions and power consumption of new cars, available at all sales outlets, from Deutsche Automobil Treuhand GmbH (DAT), Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen and at <http://www.dat.de/angebote/verlagsprodukte/leitfaden-kraftstoffverbrauch.html>. Manual CO<sub>2</sub> (PDF – 2.7 MB)

For any queries, please contact:

### Corporate Communications

Andreas Lampka, Head of Communication MINI  
Tel.: +49 89-382-23662, Fax: +49 89-382-28567  
E-Mail: [Andreas.lampka@mini.com](mailto:Andreas.lampka@mini.com)

Internet: [www.press.bmwgroup.de](http://www.press.bmwgroup.de)

Markus Sagemann, Head of Communication MINI, BMW Motorrad  
Tel.: +49 89-382- 68796, Fax: +49 89-382-28567  
E-Mail: [markus.sagemann@bmw.de](mailto:markus.sagemann@bmw.de)

Internet: [www.press.bmwgroup.com](http://www.press.bmwgroup.com)

### The BMW Group

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 30 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2015, the BMW Group sold approximately 2.247 million cars and nearly 137,000 motorcycles worldwide. The profit before tax for the financial year 2014 was approximately € 8.71 billion on revenues amounting to € 80.40 billion. As of 31 December 2014, the BMW Group had a workforce of 116,324 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.

[www.bmwgroup.com](http://www.bmwgroup.com)

Facebook: <http://www.facebook.com/BMWGroup>

Twitter: <http://twitter.com/BMWGroup>

YouTube: <http://www.youtube.com/BMWGroupview>

Google+: <http://googleplus.bmwgroup.com>