

Media information  
25 November 2016

## **Racing feeling with a tradition: John Cooper Works Tuning at the 2016 Essen Motor Show.**

Current selection of Original Accessories by John Cooper Works provides additional options for extreme driving pleasure – MINI presents the latest retrofit components for the new model generation at the international motor show for tuning and motor racing.

**Munich.** For 55 years, the name John Cooper has stood for motor racing expertise that makes for a tangible increase in temperament and supreme agility in MINI style. The latest model generation also benefits from the tradition-steeped association between the sports car designer and the British brand. At the 2016 Essen Motor Show, MINI presents the current selection of Original Accessories by John Cooper Works. With a range of individually tailored retrofit components in the areas of drive, suspension, aerodynamics, exterior and interior, hallmark brand driving fun can be intensified for extreme performance, always based on authentic, personal style.

Like the John Cooper Works models themselves, the Original Accessories by John Cooper Works – a brand integrated under the MINI umbrella – pave the way to intense race feeling. The international trade show for tuning and motor racing is therefore the perfect platform on which to present the current product range. Racing enthusiasts can find about the latest new products and the diversity of the John Cooper Works range in Hall 3 of the Essen exhibition centre from 26 November to 4 December 2016.

### **Precise optimisations in the style of John Cooper.**

One particular feature of the John Cooper Works Tuning products and other retrofit components from the range of Original Accessories by John Cooper Works is that they are precisely harmonised with the character of MINI. As such they continue the tradition of the fitness program once developed by Formula 1 designer John Cooper for the classic Mini. The Mini Cooper launched in 1961 thrilled drivers with an

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engine output increased from 34 to 55 hp, a modified transmission and an appropriately optimised brake system. It was also at this time that the classic Mini started its motor racing career, achieving an initial highlight as early as 1964 with the first of three overall victories at the Monte Carlo Rally. Motor racing expertise continued to cause a sensation on the road, too, with John Cooper Works tuning kits much in demand during the 1970s. These gave even more striking emphasis to the sporty flair of the classic Mini.

### **Tuning for the MINI John Cooper Works and the new MINI Convertible.**

The symbol for current top performance on display at the 2016 Essen Motor Show stand is the new MINI John Cooper Works (combined fuel consumption: 6.3 l/100 km, combined CO<sub>2</sub> emissions: 147 g/km). It is fitted as standard with the complete package for extremely athletic driving fun and constantly controllable handling, consisting of engine, suspension, aerodynamics and cockpit design. In addition to the 170 kW/231 hp turbo engine, standard features include a sports exhaust system, a sports suspension including Brembo sports brake system, the John Cooper Works aerodynamic kit and John Cooper Works sports seats. A John Cooper Works valve exhaust silencer system is available as a retrofit option, enriching an extremely sporty driving experience with the appropriate sound. Among other things, the vehicle presented in Essen features a John Cooper Works sports chassis. The coilover suspension is adjustable in height between 10 and 30 millimetres and includes red coil springs.

Numerous other products from the range of Original Accessories by John Cooper Works developed for the new model generation in the premium small car segment will be presented on the new MINI Cooper S Convertible. For this model as well as for the MINI Cooper S 3 door and the MINI Cooper S 5 door, a John Cooper Works tuning kit is available to increase engine output from 141 kW/192 hp to 155 kW/211 hp. The valve exhaust silencer system included in this kit provides a distinctive acoustic background to this increase in temperament. Such features as John Cooper light alloy wheels



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in the sizes 17 and 18 inches and available in a number of different design variants create a characteristic combination of enhanced performance and visual presence. The John Cooper Works sports brake system comprises 4-piston fixed caliper brakes with perforated and grooved discs on the front axle and 1-piston floating caliper brakes on the rear axle, finished in Chili Red in each case.

Meanwhile John Cooper Works Pro black band spoilers are offered for the front and rear apron in conjunction with the John Cooper Works aerodynamic package, available either ex works or as a retrofit option. The characteristic John Cooper Works Pro product range also includes exterior mirror caps, an air inlet cover in carbon fibre, side stickers and side stripes, side scuttles and a Track Fix mount for GoPro cameras.

Individual sports car flair on the inside is especially created by a John Cooper Works leather sports steering wheel and a John Cooper Works sports gearshift lever knob in leather/chrome. The John Cooper Works Pro product line for the interior also includes textile and all-weather floor mats, LED door sill finishers, an interior mirror cap and other details such as a door pin, key cap, key ring and lanyard in typical brand design.

### **Accessories and lifestyle products now available in the new MINI Shop.**

The new MINI Shop now gives all MINI drivers access to an extensive range of Original MINI parts, accessories and lifestyle products online, too. At this official MINI Shop, every MINI customer can purchase products directly from their dealership; they can then either collect the items themselves or have them conveniently sent home. By entering the chassis number, customers can always be sure of ordering the right product for their vehicle.

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 Deutschen 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)

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## 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 31 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 2015 was approximately € 9.22 billion on revenues amounting to € 92.18 billion. As of 31 December 2015, the BMW Group had a workforce of 122,244 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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