



Media information

26. March 2018

MINI at the New York International Auto Show 2018.

British premium car manufacturer presents its whole range of current models and a concept study inspired by racing at the New York International Auto Show 2018.

Munich / New York. MINI is presenting its full production model lineup at the New York International Auto Show 2018, with a focus on the brand's sportiest models. The highlight appearance at the show is the MINI John Cooper Works GP Concept. The British car manufacturer will also be showing new versions of the MINI Hardtop, the MINI Hardtop 4 Door and the MINI Convertible as well as its successful premium compact segment models, including the MINI Cooper S E Countryman ALL4 plug-in hybrid.

The New York International Auto Show is one of the oldest vehicle exhibitions in the world. First held in 1900, the show has returned to the Jacob Javits Convention Center in the heart of Manhattan every year since 2000. Located between the Hudson River and the Empire State Building, the exhibition center will offer automotive manufacturers, suppliers and service providers from around the world the opportunity to showcase their latest products, technologies and services to the public from March 30 to April 8, 2018.

Race feeling without compromise: MINI John Cooper Works GP Concept.

The MINI John Cooper Works GP Concept, provides a pure race feeling. The classic proportions of the MINI Hardtop are combined with expressive exterior components that optimize both weight and aerodynamic performance. In the interior, a roll cage, bucket seats, a puristically designed cockpit and the absence of a rear bench seat underline the sporting ambitions of the MINI John Cooper Works GP Concept.

Versatile, sporty and electrified: MINI driving fun in the premium

compact segment. With brand's unique driving fun and characteristic versatility, the two premium compact models MINI Countryman and MINI Clubman have also contributed significantly to the US automobile market, inspiring additional customers to choose the unmistakable style of the

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British brand. Demonstrating new ways to experience the brand's unmistakable feeling, MINI's first plug-in hybrid model, the MINI Cooper SE Countryman will be on display.

Thanks to an electric range of up to 13 miles, it can drive without local emissions, not only in city traffic but also on longer journeys. At the New York International Auto Show 2018, in addition to the electrified model variant of the MINI Countryman, the sportiest version of the MINI Clubman will also be presented. The MINI John Cooper Works Clubman combines its unique body concept with driveline and chassis technology developed with race track expertise.

With fresh updates: MINI Hardtop, MINI Hardtop 4 Door, MINI Convertible.

Three of the brand's models are currently confirming their position as the unsurpassed companions in urban traffic, with a series of fresh updates. Targeted design modifications, innovative new customization options, an expanded equipment program and the latest digital services from MINI Connected make the MINI Hardtop, the MINI Hardtop 4 Door and the MINI Convertible even more attractive. Fresh exterior accents include new metallic paint colours, new alloy wheels and a modified LED headlight design. To complement the new headlight design, the rear LED taillights have a brand new design featuring a clear nod to the brand's British heritage. The three-dimensional LED rear lamps cleverly incorporate horizontal turn signals and vertical brake lamps within a distinctive new light cluster in the style of a Union Jack flag motif.

For the first time, Piano Black Exterior finish are offered as factory option. All latest generation models carry the new, two-dimensional MINI logo on the front and rear of the vehicle as well as on the steering wheel, in the display of the central instrument and on the remote control key. New particularly stylish interior design options are available, with the range including Malt Brown for the Chester leather upholstery and Color Line as well as the MINI Yours Interior Style Piano Black options.

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The entertainment system in the MINI Hardtop, MINI Hardtop 4 Door and MINI Convertible now includes touchscreen functionality for the central instrument display. MINI Connected's new digital services include MINI Online service with up-to-date news and weather reports. In addition to Intelligent Distress Call and MINI Teleservices, Remote Services, Concierge Service and Real Time Traffic Information and Apple CarPlay are now available.

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The BMW Group

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises 31 production and assembly facilities in 14 countries; the company has a global sales network in more than 140 countries.

In 2017, the BMW Group sold over 2,463,500 passenger vehicles and more than 164,000 motorcycles worldwide. The profit before tax in the financial year 2016 was approximately € 9.67 billion on revenues amounting to € 94.16 billion. As of 31 December 2016, the BMW Group had a workforce of 124,729 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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