

Press release

November 2020

STYLISH, PRACTICAL, COOL: GOING ON A SHOPPING TOUR IN COPENHAGEN IN THE MINI COOPER SD CLUBMAN ALL4.



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Denmark's capital is a hotspot for people who appreciate fashion, design and a laid-back lifestyle. Just the right environment for an individualist like the MINI Clubman. With its six doors, a particularly powerful diesel engine and all-wheel drive, it offers the ideal ride for a stylish shopping spree between Tivoli and Amalienborg Castle.

Munich. If you want to go in search of the cliché of the Danes being cool and reserved Scandinavians, visit Copenhagen in July or August. When the temperatures are high in summer, life in the Danish capital takes place near and on the water. In the harbour basin and on the canals of Copenhagen, young Danes are out and about being loud and cheerful - not only on canoes and motorboats, but also on floating curiosities such as self-made rafts complete with sofa, fridge and sound system. On the other hand, confirming the prejudice about the Danish preference for fashion, culture and design at all times of the year is very easy. Stylish boutiques, tastefully decorated cafés and

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a harmonious combination of traditional and modern architecture characterise the centre of Copenhagen. So a stylish individualist on four wheels fits the street scene perfectly.

The MINI Cooper SD Clubman ALL4 (fuel consumption combined: 4.7 – 4.6 l/100 km; CO₂ emissions combined: 124 – 121 g/km) is the ideal companion for a shopping tour through the trendy districts of the city. Four doors, the stretched roofline and the two laterally opening split doors at the rear make it an exceptional phenomenon in the premium compact segment. As a modern version of the classic Shooting Brake concept, it combines independent style with a high degree of variability. And driving fun is a number one priority even with a generous load in the back. Its 4-cylinder diesel engine with MINI TwinPower Turbo technology delivers 140 kW/190 hp, which is always split between the front and rear axles as required via the ALL4 all-wheel drive system.



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Copenhagen regularly ranks among the world's top cities in terms of quality of life in surveys. In addition to the proximity to the water, the diverse cultural offerings and the high level of public infrastructure, careful urban development also contributes to this. Copenhagen is old and new at the same time. The Tivoli amusement park was opened in 1843. It is located in the direct vicinity of the town hall, which was built 50 years later, and the main railway station, which is also more than 100 years old. Nyhavn is another city tourist centre. The "new harbour" was built in the 17th century to connect the city's central market place to the water. The colourful gabled houses on either side of the jetty are now a popular photo motif and house shops as well as cafés, bars and restaurants, which serve as a popular meeting place for locals and visitors alike.



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The Royal Palace Charlottenborg near Nyhavn, which is now used as an art gallery, also dates from the 17th century. Denmark's royal family has resided in Amalienborg Castle a little further north since the early 19th century. On the palace square, surrounded by four almost identical city palaces, the changing of the royal guard can be observed every day at lunchtime.

A particularly impressive example of modern Danish architecture can be found opposite Amalienborg Castle on the east side of the harbour basin. The new opera house was inaugurated in 2005 and is one of Copenhagen's most impressive buildings, with its round glass façade and wide metal roof. In the immediate vicinity of the Nyhavn and also located directly on the water, the new playhouse, completed in 2008, is one of the buildings that have shaped the cityscape in recent times. Its façade of flat bricks and large glass surfaces picks up stylistic elements of the old harbour warehouses and at the same time forms a charming contrast to the historic buildings in the surrounding area. The wide wooden footbridge surrounding the theatre building is a popular starting point for night owls, especially in summer. Other spectacular examples of the new Danish building culture are the Concert Hall on the island of Amager, opened in 2009, a 45-metre high



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cube with a blue illuminated fibreglass façade, and the "Black Diamond", an annex to the Royal National Library built in 1999 with a dark granite façade that slopes conspicuously to the side.

In addition to culture and history, fashion and design are omnipresent in Copenhagen. The Danish business metropolis is home to numerous internationally renowned fashion labels. So the city tour in the MINI Cooper SD Clubman ALL4 almost automatically turns into a shopping spree. But shoes, shirts and dresses alone are not enough. In Copenhagen, visitors to many of the shops will encounter the typical Danish interior design, which is characterised by clear shapes and natural colours. Now, at the latest, the variability of the MINI Clubman comes into its own. Its storage capacity is 360 litres when all seats are used. After a visit to the Fritz Hansen branch, however, the maximum load volume of 1,250 litres may be called for. Denmark's most famous furniture manufacturer also has its origins in Copenhagen. In 1827 the master

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carpenter Fritz Hansen founded his workshop in the immediate vicinity of Amalienborg Castle. Since then, the Fritz Hansen company has made a name for itself primarily as a manufacturer of high-quality seating furniture. Once you've found what you are looking for, you can fold down the backrest elements in the rear of the MINI Clubman and temporarily swap the three back seats for the desired number of designer chairs.



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The figures for fuel consumption, CO₂ emissions, power consumption and range are measured using the methods required according to Regulation (EC) 2007/715 as amended. The information is based on a vehicle with basic equipment in Germany, ranges take into account differences in wheel and tyre size selected as well as optional equipment and can change during configuration.

The information has already been calculated based on the new WLTP test cycle and adapted to NEDC for comparison purposes. For these vehicles, values other than those stated here may apply for calculating taxes and other vehicle-related duties which are (also) based on CO₂ emissions.

Further information about the official fuel consumption figures and the official specific CO₂ emissions of new passenger cars can be obtained from the „Guideline on fuel consumption, CO₂ emissions and power consumption of new passenger cars“, available free of charge from all outlets, from Deutschen Automobil Treuhand GmbH (DAT), Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen, and at <https://www.dat.de/co2/>.

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The BMW Group

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In 2019, the BMW Group sold over 2.5 million passenger vehicles and more than 175,000 motorcycles worldwide. The profit before tax in the financial year 2019 was € 7.118 billion on revenues amounting to € 104.210 billion. As of 31 December 2019, the BMW Group had a workforce of 126,016 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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