



MINI CORPORATE COMMUNICATIONS

Media information

21 June 2022

Fine prospects: From Reykjavik to Iceland's wild backcountry in the MINI John Cooper Works Convertible.

Snow, storms and lurking trolls: When you think of Iceland and immediately associate it with inhospitable weather and mystical highwaymen, you're not necessarily wrong - but you're missing out on the laid-back and surprisingly friendly days during the Icelandic summer. To make the most of the rare sunny spells on the island, the MINI John Cooper Works Convertible is the ideal companion.



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Reykjavik. Summer in Iceland sounds paradoxical at first. But even though the time between June and August on the island cannot compete with the Mediterranean coast in terms of maximum temperatures, the

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rugged beauty high up in the north changes its face noticeably during this period. On the streets of Reykjavik you see the people enjoying the mild weather after the long winter, sitting outside, soaking up the light and sun. The MINI John Cooper Works Convertible (fuel consumption combined: 7.4 - 7.1 l/100 km (WLTP), 7.4 - 7.1 l/100 km (NEDC); CO₂ emissions combined: 167 - 161 g/km (WLTP), 169 - 163 g/km (NEDC) captures every second of this special atmosphere with its open top, making it the ideal car for going on an exciting trip from Reykjavik harbour to the wild hinterland east of the capital.

The lively old town centre is dominated by the Hallgrímskirkja landmark. Iceland's largest church building is located on a hill in the centre of the city, which makes the 74.5-metre-high tower seem a little taller and makes the expressionist building a prominent landmark on a city tour. The white colour of the church's concrete pillars is an impressive reminder of Iceland's numerous glaciers and snow-covered mountain peaks.



The streets of Reykjavik, on the other hand, are strikingly colourful. In order to get through the dark winter months in good spirits until the brighter summer months, the capital's friendly inhabitants hold their own against the seasonal gloom with a colourful mix of brightly painted houses and Scandinavian design. This is a setting ideally suited to the MINI John Cooper Works Convertible with its Island Blue metallic finish. Its reduced design language draws attention to MINI typical visual

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features, such as the hexagonal radiator grille and the round headlights. The rear lights in Union Jack design are a subtle reminder of the brand's British origins.



A trip to the harbour is highly recommended for refreshments after an extensive tour through the busy streets. Fish is the defining theme of the menu on the island and can be enjoyed here in every shape and form. If you want to see the incredible abundance of fish around Iceland

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for yourself, you can go on a whale watching tour off the coast and see blue whales and sperm whales, some of the largest predators and mammals in the world, of which there are many here due to large schools of fish.

On land to the east of Reykjavik, things get pretty wild, too. After a short drive on the Icelandic Ring Road "1", route 36 turns right towards Mosfellsbær. On the sweeping and winding road you can already experience some of the fiery temperament of the MINI John Cooper Works Convertible.

However, the 90 km/h speed limit in Iceland only allows for small glimpses of what the 170 kw/231 hp 4-cylinder turbo engine of the extremely sporty four-seater is capable of.



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After a good 45-minute drive, unique scenery opens up before our eyes in the UNESCO World Heritage Site of Thingvellir National Park, which might nevertheless look familiar to fans of the Game of Thrones series. Some key scenes were shot in this breathtaking landscape which was shaped by enormous forces. The American and Eurasian plates meet in the gigantic valley, which is best overlooked from the Hakið viewpoint. The higher side of the gorge belongs to the North American continent, while the flatter side towards Lake Thingvellir is of European origin. The gap between the plates is still growing by two centimetres a year.

It's a great feature that the top of the MINI John Cooper Works Convertible can be raised considerably faster now, in 18 seconds, as the drizzle begins to

set in. The "36" continues around Lake Thingvellir and meets the all-connecting ring road "1" again in the south, taking us back to Reykjavik. It's also well worth taking a detour into the Reykjadalur valley, which is criss-crossed by rivers. The water originating here doesn't only come from the mountains, but also from hot springs in the ground. The rising columns of steam along the valley reliably point the way to one of the numerous bathing spots, where the 35 °C to 40 °C warm water will warm you up nicely. And all of a sudden Iceland is even a few degrees warmer than the Mediterranean coast.



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All figures have already been calculated based on the new WLTP test cycle. NEDC figures listed have been adjusted to the NEDC measurement method where applicable. WLTP values are used as a basis for the assessment of taxes and other vehicle-related duties which are (also) based on CO₂ emissions and, where applicable, for the purposes of vehicle-specific subsidies. Further information on the WLTP and NEDC measurement procedures is also available at www.bmw.de/wltp.

For further details of the official fuel consumption figures and official specific CO₂ emissions of new cars, please refer to the "Manual on the fuel consumption, CO₂ emissions and power consumption of new cars", available at sales outlets free of charge, from Deutsche 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

With its 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 15 countries; the company has a global sales network in more than 140 countries.

In 2021, the BMW Group sold over 2.5 million automobiles and more than 194.000 motorcycles worldwide. The profit before tax in the financial year 2020 was € 5,222 billion on revenues amounting to € 98,990 billion. As of 31 December 2020, the BMW Group had a workforce of 120,726 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

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