

MINI at the NAIAS Detroit 2013. Contents.



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Note: The vehicles described in this press kit reflect engine and equipment specifications for the US market. Specifications in other markets may vary.

1. MINI at the NAIAS Detroit 2013. (Short version)



MINI is geared up for 2013 in seriously sporty mood and with further additions to its model range. The North American International Auto Show (NAIAS) 2013 in Detroit hosts the world premiere of the MINI John Cooper Works Paceman. The three-door model is the latest offering from the John Cooper Works sub-brand and, with its race-bred powertrain and chassis technology, brings the promise of a high-octane race feeling to the streets of the urban jungle: extreme driving fun meets the extrovert looks of the world's first Sports Activity Coupé in the compact segment.

From 19 – 27 January 2013, at the first major international car show of the year, MINI will present visitors with the most diverse model range in the history of the British premium brand. A line-up of seven MINI models and seven top-class sporting variants bearing the John Cooper Works logo represents the latest state of play in a rigorously pursued growth strategy. And visitors to the Detroit show will also see a focused sporting machine from the very top drawer take to the stage. Developed on the race track, the MINI John Cooper Works GP will be produced in a limited run of 2,000 units, giving it enviable exclusivity to go with its exceptional turn of pace.

The expansion of the MINI model range has been accompanied by constant growth in the brand's sales figures, with a sustained period of success in the USA making a considerable contribution to the brand's rude health. Indeed, the US has been MINI's most important single market for a number of years now. The brand's most recent growth statistics have been boosted by the popularity of the MINI Countryman which, as the first MINI with four doors and a large tailgate, has won over new target groups to the brand. This commitment to exploring new segments continues with the MINI Paceman, which also exceeds the four-metre mark in length. With two doors, a large tailgate, sports suspension as standard and two individual seats in the lounge-style rear compartment, the sporty driving experience takes top billing.

MINI John Cooper Works Paceman: a powerful presence on the start line.

The latest MINI model has inherited the brand's sporting genes, and the MINI John Cooper Works Paceman showcases them in particularly concentrated form.

As well as its date with the limelight at the Detroit Auto Show, this new elite athlete is also primed for action on the streets beyond. Its 208 hp turbocharged engine and chassis technology tuned precisely to harness this impressive output lay down the perfect platform for extreme driving fun. Added to which, the MINI John Cooper Works Paceman will also serve up smile-inducing agility off the beaten track thanks to its standard ALL4 all-wheel drive.

Powerful proportions and dynamically stretched lines provide a clear window into the sporty driving properties of the MINI John Cooper Works Paceman. The standard-fitted aerodynamic kit imbues the car with even greater visual impact and optimises airflow around the body. The contrast paintwork for the strikingly designed roof and exterior mirror caps is offered in a shade of red available exclusively for John Cooper Works models, as well as white and black. The distinctively designed interior includes sports seats, a sports steering wheel, interior trim strips in piano black, an anthracite-coloured roof liner, a speedometer and rev counter with dark dials, and John Cooper Works door sill strips.

Continuing growth, inimitable style: the MINI model family.

The consistent expansion of the MINI model range has fuelled the brand's growth around the world. With their driving fun, distinctive design, premium quality and sense of individuality, the MINI models lift themselves head and shoulders above their rivals. And they share an inimitable character that lends further substance to the brand's status as a one-off in the small and compact premium car segment. The increasing variety in its model range is also allowing MINI to strengthen its leading position in an increasingly competitive marketplace.

Hosted by Detroit, America's "Motor City", the NAIAS has been an annual event on the international car show calendar for 25 years now. As the traditional curtain-raiser to the automotive year, it will once again point the way for the car industry as a whole into 2013. Over 150 exhibitors from around the world will come together at Detroit's Cobo Center to present new models, concept cars and other product innovations. In 2012 the NAIAS organisers welcomed more than 770,000 visitors and around 5,200 media representatives to the show.



2. MINI at the NAIAS Detroit 2013. (Long version)

2.1 Extreme sports performance, inimitable style: The MINI John Cooper Works Paceman.

The MINI John Cooper Works Paceman combines mouthwatering sporting flair and inimitable style to introduce a new dimension in driving fun to the premium compact segment. Its race-bred powertrain and chassis technology create a recipe for smile-inducing agility, and the overall concept of the first Sports Activity Coupé in its class gives it an immediate, show-stealing impact. The MINI John Cooper Works Paceman transfers the power developed by its 208 hp four-cylinder turbocharged engine to the road with poise and assurance, courtesy of its standard ALL4 all-wheel-drive system. Lowered sports suspension and an aerodynamic kit also play their part in bringing an irresistible feeling of race competition to the driver and passengers in their four individual seats.

The MINI John Cooper Works Paceman celebrates its world premiere at the North American International Auto Show (NAIAS) in Detroit; its market launch will follow in March 2013. The new arrival swells the John Cooper Works ranks to seven models. The MINI John Cooper Works Paceman's driving characteristics and design ensure it will stand out from the crowd in city traffic, as well as being the car of choice when maximum driving fun over longer distances is the order of the day.

Instantaneous power delivery and an unquenchable appetite for revs define the engine under the bonnet of the MINI John Cooper Works Paceman. The turbocharged power unit teams up with a six-speed manual gearbox as standard; a six-speed automatic can be ordered as an option. The MINI John Cooper Works Paceman sprints from 0 to 60 mph in just 6.5 seconds with either of the gearbox variants. Yet despite this intoxicating turn of speed, fuel economy is exemplary for its output class.

The distinctive character of the MINI John Cooper Works Paceman is underlined by bespoke design features. Standard specification includes an aerodynamic kit, 18-inch light-alloy wheels, a sports exhaust system with chrome tailpipes, and door sills bearing the John Cooper Works logo. As well as white and black, the exclusive Chili Red paint finish can also be specified as an option for the contrast-colour roof and exterior mirror caps.

And customers can also lend an extra edge to the typical John Cooper Works sports car feeling inside the car with bespoke accents such as Chili Red interior trim strips.

The engine: dynamism in spades, fuel consumption in sips thanks to racing expertise and MINIMALISM technology.

The MINI John Cooper Works Paceman draws its power from a 1,598 cc four-cylinder engine. The latest generation of the John Cooper Works turbocharged unit blends motor sport-inspired technical details with cutting-edge innovations developed by the BMW Group's powertrain experts. Highlights include reinforced pistons, low-weight crankshafts, an aluminium cylinder block and bearing mounts, and further optimisation of the cooling system, air supply and exhaust gas discharge system. Plus, the turbocharger is twinned with a generously sized intercooler. The twin-scroll turbocharger joins forces with petrol direct injection and variable valve control based on the BMW Group's VALVETRONIC technology, which optimises both the engine's efficiency and its responsiveness.

The MINI John Cooper Works Paceman's powerplant develops its maximum output of 208 hp at 6,000 rpm. Peak torque of 280 Newton metres (207 lb-ft) is on tap between 1,900 and 5,000 rpm, and can be increased to 300 Newton metres (221 lb-ft) for short periods between 2,100 and 4,500 rpm using the overboost function. This opens the door to gratifyingly vivacious acceleration to which the standard-fitted sports exhaust system provides a suitably stirring soundtrack.

ALL4 all-wheel drive as standard, six-speed automatic gearbox optional.

The MINI John Cooper Works Paceman channels the extraordinary power produced by its front-mounted transverse engine through all four wheels as standard. The ALL4 all-wheel-drive system developed for MINI uses an electromagnetic centre differential to distribute drive seamlessly between the front and rear axles. This means power is always sent to the wheels where it can be translated most effectively into forward propulsion. In normal driving situations ALL4 diverts a maximum 50 per cent of the engine's power to the rear wheels, rising to as much as 100 per cent in extreme conditions. This provides a traction-led expression of the handling talents for which MINI is famed – whatever the weather and road conditions. The control electronics of the MINI ALL4 system are integrated directly into the DSC (Dynamic Stability Control) management unit, which gives ALL4 extremely short response times and allows it to carry out proactive adjustments in the distribution of drive.

The system uses the data collected by DSC to tweak the power split pre-emptively and to impressive effect through dynamically taken corners, for example. And that means the driver enjoys outstanding agility combined with surefooted driving characteristics in customary MINI style.

The MINI John Cooper Works Paceman can be ordered as an option with a six-speed automatic gearbox as an alternative to the standard-fitted six-speed manual. Both the transmissions and the manual's clutch have been adapted to handle the engine's impressive power and play their part in ensuring outstanding performance coupled with further improvements in efficiency. The automatic's Steptronic function, meanwhile, gives the driver the option of changing gear manually using the selector lever on the centre console or the shift paddles on the steering wheel.

The choice of gearbox has no effect on the sprinting power of the MINI John Cooper Works Paceman. The new car dashes from rest to 60 mph in a trifling 6.5 seconds, regardless of whether the engine is sending its power through the manual or automatic conduit. Top speed stands at 127 mph in both cases. The MINI John Cooper Works Paceman marries this impressive performance with eye-catching economy. The engine's inherent efficiency and extensive MINIMALISM technology – such as Brake Energy Regeneration, the Gear Shift Indicator and the Auto Start/Stop function (on manual cars) – are the trump cards here.

Developed to deliver visceral racing thrills: chassis, aerodynamics, design and interior tuned to John Cooper Works specification.

Another key player in giving the MINI John Cooper Works Paceman its sky-high levels of driving fun is chassis technology optimised specially for the new model; a MacPherson spring-strut front axle, central-arm rear axle, Electric Power Steering and an extremely high-performance braking system make a potent team. The standard sports suspension has a dynamically optimised spring/damper set-up and stronger anti-roll bars, and is lowered by 10 millimetres. The standard DSC (Dynamic Stability Control) system also comprises DTC (Dynamic Traction Control) mode. And the likewise standard Sport Button on the centre console allows the driver to tweak the engine's responses and soundtrack, as well as the power assistance provided by the steering. If the automatic gearbox is specified, pressing the Sport Button also quickens up shift times.

18-inch light-alloy wheels in Twin Spoke Black Burnished design with polished spoke fronts and black rim wells are standard on the MINI John Cooper Works Paceman. Among the items on the options list are exclusive 19-inch light-alloy wheels in Cross-Spoke Crusher design.

The extrovert design of the MINI John Cooper Works Paceman gives the first Sports Activity Coupé in the compact segment a dynamic presence, brimming with forward-surging intent and agility – before it even turns a wheel. The powerfully formed front end, elegantly sporty, stretched lines of the flanks, coupé-style roof swooping downwards towards the rear, and broad rear end of the three-door car all ooze sporting allure. And the aerodynamic kit fitted as standard on the MINI John Cooper Works Paceman shines extra light on this performance-maxing character. The particularly muscular form of the front and rear aprons and bespoke side skirts ensure the airflow around the car is even more efficient. John Cooper Works logos on the radiator grille, tailgate and door sill strips as well as next to the side indicators provide additional confirmation of the car's identity.

Customers can choose from nine exterior paint finishes, including the Chili Red shade reserved for the John Cooper Works model. Chili Red is also available exclusively for the MINI John Cooper Works Paceman's contrast-colour roof, exterior mirror caps and Sport Stripes.

Inside the car, the distinctive interior design combines with the customary sports car ambience of John Cooper Works models to particularly alluring effect. The rear compartment of the MINI John Cooper Works Paceman features a pair of individual seats in which the rear passengers can enjoy that unmistakable racing feeling in lounge-style surroundings. A sports steering wheel with red contrast stitching and John Cooper Works logo, dark-coloured dials for the speedometer and rev counter, anthracite-coloured roof liner, gearshift lever with red shift pattern lettering, red contrast stitching for the gearshift lever gaiter and floor mats with red stitching are all part of the standard equipment count for the new extreme sports model, as are cloth sports seats in Diagonal Track John Cooper Works Carbon Black trim with red contrast stitching. Lounge Leather sports seats in Carbon Black Championship Red are available as an option. Standard Piano Black interior trim strips add the finishing touches to the racing-inspired aura inside the MINI John Cooper Works Paceman. Exclusive Chili Red trim – consisting of red elements for the cockpit and doors and a red stripe for the black trim strips on the centre console – can be ordered as an option.

2.2 Driving fun and individuality fuel the pace of growth: The latest MINI model range.



MINI has earned itself a worldwide reputation for the driving fun, compact dimensions and premium quality of its cars. The relaunch of the brand in 2001 saw these attributes brought together for the first time in the small car segment and, with the added appeal of an unmistakable design, low fuel consumption and impressive scope for customisation, the concept's international success has since mushroomed. MINI quickly developed into a byword for style-conscious and experience-focused, yet also efficient, mobility. The brand has enjoyed 10 years of success – and counting – in the US car market. Indeed, the legions of fans lapping up the celebrated MINI go-kart feeling and distinctive appearance continue to grow in number. And MINI has added fuel to the fire with a steady stream of new models; the MINI Paceman poised to go on sale in the USA in 2013 is the seventh member of the British brand's model family.

The MINI Paceman is set to become the latest model to attract new target groups to the inimitable MINI style, lending further substance to the brand's status as a one-off in the small and compact premium car segment. The increasing variety in its model range is also allowing MINI to strengthen its leading role in an increasingly competitive marketplace. Likewise expanding steadily is the line-up of John Cooper Works models, whose race-derived powertrain and chassis technology sets them apart from the crowd and which express their performance-focused character in the form of bespoke design features inside and out. The latest arrival among this accomplished elite is the MINI John Cooper Works Paceman, set to be unveiled to the public for the first time worldwide at the NAIAS 2013 in Detroit.

MINI Paceman: unique looks, unmistakable driving fun.

With its two doors and large tailgate, the MINI Paceman brings an air of sporting elegance and individualism to the premium compact segment. The exterior design of the MINI Paceman projects a clear expression of this fresh new sportiness, individuality and versatility. Powerful proportions and dynamically stretched lines provide a window into the car's agile driving characteristics. Inside, the passengers in the two individual rear seats also enjoy generous levels of space, outstanding lateral support and impressive comfort in a lounge-style ambience.

MINI Countryman optimises ease of use and offers a refined premium ambience.

The successful launch of the MINI Countryman has also made a significant contribution to the brand's growth in the US market in recent times. The first MINI with four doors, a large tailgate and optional all-wheel drive takes the brand's hallmark driving fun into another new vehicle segment. The launch of the MINI John Cooper Works Countryman has coincided with the introduction of carefully judged modifications to the MINI Cooper Countryman and MINI Cooper S Countryman when it comes to ease of use and interior design. Newly designed door inserts also help to enhance the car's premium ambience, comfort levels and practicality. Remodelled door armrests provide an even more comfortable place to take the weight off your arms, and the controls for the electric windows are now also positioned in the door trim. A full control panel is integrated into the door armrest on the driver's side. The switches clustered here include the controls for all the windows, the deactivation facility for the rear window controls and the adjustment for the exterior mirrors. Moving the window controls away from the centre console also optimises access to the enlarged storage compartment below it.

Other eye-catching revisions around the centre console include newly designed surrounds ringing the Centre Speedo and four air vents. These now all come in Carbon Black and with the addition of an inner ring in high-gloss black or – as part of the optional Chrome Line Interior – in chrome. Both in standard trim and with options specified, the fresh appeal of the colours and materials adds further lustre to the high-quality character of the MINI Countryman interior. The MINI Countryman now comes as standard with a three-seat rear bench, while a pair of individual seats are available as a no-cost alternative.

Go-kart feeling expressed in every possible way.

The focus on the needs of additional target groups first encountered with the MINI Countryman and continued purposefully with the development of the MINI Paceman injects the MINI model range with even greater variety. The driving fun, distinctive design, premium quality and individuality of these two models lift them – as with their MINI siblings – head and shoulders above their rivals. The MINI Hatch continues to embody, in the most classical fashion, the characteristics that define the British premium automaker's cars. Its distinctive MINI style is also authentically reproduced in the other vehicle concepts in the brand's range – the MINI Clubman with its extended wheelbase and extremely versatile interior, the MINI Convertible, and the MINI Coupé and MINI Roadster two-seaters.

The MINI is available in three different engine variants in the US: the 121 hp MINI Cooper, the MINI Cooper S with 181 hp and the MINI John Cooper Works developing 208 hp. A six-speed automatic gearbox can be ordered as an option for each of the variants as an alternative to the six-speed manual, and these engine and gearbox combinations can also be specified for the MINI Clubman, MINI Convertible, MINI Coupé, MINI Roadster, MINI Countryman and MINI Paceman. The MINI Cooper S Countryman and MINI Cooper S Paceman are also available as an option with the ALL4 all-wheel-drive system, while the power from the brawny turbocharged engine under the bonnet of the MINI John Cooper Works Paceman and MINI John Cooper Works Countryman is channelled to the road through all four wheels as standard.

The MINI John Cooper Works GP occupies a special place in the brand's product range. A potent serving of motor sport technology makes this the fastest MINI ever to roll off the production line, its 211 hp turbocharged four-cylinder engine joining forces with a six-speed manual gearbox, adjustable coilover suspension, an ultra-powerful sports braking system, bespoke light-alloy wheels and sports tyres. The MINI John Cooper Works GP is designed as a two-seater, and a combination of its extra-low weight and optimised aerodynamic attributes helps to maximise performance; the sprint from rest to 60 mph is all over in 5.9 seconds, on the way to a top speed of 150 mph. The extravagant sporting flagship of the MINI range will be produced in a limited run of 2,000 units, 500 of which have been set aside for MINI fans in the USA.