

Media Information
03 May 2018

Add Adventure. Add Space. Add Stories.
The all-new MINI Countryman launched in India.

Local production starts at BMW Group Plant Chennai.

Versatile, five-seater Sports Activity Vehicle (SAV) with more space and comfort than ever.

Authentic, urban, inspiring: The new MINI personality.

New Delhi. The all-new MINI Countryman was launched in India today. Locally-produced at BMW Group Plant Chennai, the second-generation all-new MINI Countryman will be available in both petrol and diesel variants with deliveries beginning from June 2018 onwards.

The two petrol variants include the MINI Countryman Cooper S and MINI Countryman Cooper S JCW Inspired while the diesel variant includes the MINI Countryman Cooper SD.

Mr. Vikram Pawah, President, BMW Group India said, "The all-new MINI Countryman is built for adventure and an ideal companion for city trips to country getaways and long journeys. The second generation of the MINI Countryman represents a more distinctive and mature proposition of an ultimate all-rounder with ample space for you and your family. It is a perfect fit for an urban environment offering unique driving comfort, refined interiors and clever functionality. Every road marks the beginning of a new chapter, whether it's a winding country road or the bustle of the city, now you can truly unleash your inner adventurer."

Company
BMW India
Private Limited

A BMW Group Company

Office Address
BMW India
DLF Cyber City – Phase II
Building No. 8 – Tower B
7th Floor
Gurgaon 122002
Haryana, India

Corporate Identity Number
U35991HR1997PTC037496

Telephone
+ 91 124 4566 600

Internet
www.mini.in

Bird Automotive, authorised MINI Dealership in New Delhi where the launch took place, showcases MINI's new personality combining all aspects of the brand and bringing them to life. The new MINI showroom design concept is an amalgamation of functionality, creativity and authenticity. The creative use of space combined with the use of natural materials is true to MINI's progressive and inventive spirit. A simple yet contrasting ambience creates a sense of design and exclusivity. MINI's passionate and inspiring character is reflected through the entire styling concept right from the furnishing to the smallest details. The urban environment facilitates engaging conversations between people and creates an energetic atmosphere.

Media Information

Date 03 May 2018

Subject Add Adventure. Add Space. Add Stories. The all-new MINI Countryman launched in India.

Page 2

“MINI has been recognized for its ideas, inspiration and passion. We want to continue this successful story with a refined brand strategy and a visually-renewed identity. The latest redesign of MINI logo and showroom brings in a new chapter in the inspiring history of the brand. The purpose of reinventing ourselves is to become even closer to the MINI target group ideology that is progressive, creative and modern.” Mr. Vikram Pawah, President, BMW Group India further added.

MINI Countryman Cooper S JCW Inspired is equipped with John Cooper Works aerodynamic kit, rear roof spoiler and impressive 18-inch JCW thrill spoke alloy wheels. John Cooper Works influence continues in the illuminated cockpit with the JCW sports leather steering wheel. The car is equipped with premium features such as the ‘Leather Cross Punch’ Sport Seats, **Harmon Kardon** Hi-Fi Speaker System, **MINI Find Mate** and the **MINI Wired Package**. The MINI Wired Package includes Navigation System Professional and MINI Connected XL 8.8” screen with Touch Controller and Bluetooth mobile connectivity.

MINI Countryman Cooper SD features the Cooper SD engine for the first time in India that delivers 190 hp and 400 nm torque. With superior handling, no city corner or hill climb is a challenge. The **Panorama Glass Roof** and **Electric Seat Adjustment** with memory further adds convenience and driving fun.

MINI Countryman Cooper S offers more premium technology and design features than ever before. With the Automatic Tail Gate, Cruise Control, LED Headlight, Fog Light, Multifunction steering wheel, Centre armrest in front and rear and the Radio MINI Boost 6.5” as standard, the all-new MINI Countryman comes ready for any adventure.

The all-new MINI Countryman will be available in five colours: Island Blue, Light White, Chilli Red, Melting Silver and Thunder Grey as well as British Racing Green offered exclusively for the MINI Countryman Cooper S JCW Inspired.

The all-new MINI Countryman will be available with Leatherette Carbon Black as standard upholstery and Leather Cross Punch Carbon Black for the all-new MINI Countryman Cooper S JCW Inspired.

Media Information

Date 03 May 2018
Subject Add Adventure. Add Space. Add Stories. The all-new MINI Countryman launched in India.
Page 3

The ex-showroom prices (effective June 2018) of the three variants are as follows -

MINI Countryman Cooper S (Petrol)	: INR 34,90,000
MINI Countryman Cooper SD (Diesel)	: INR 37,40,000
MINI Countryman Cooper S JCW Inspired (Petrol)	: INR 41,40,000

Performance data as measured in the emission test done under controlled conditions of environment, driving cycle, fuel etc. as specified in Rule 115 of Central Motor Vehicle Rules, 1989.

Performance data measured in the test done under controlled conditions of environment, fuel, etc. as per Central Motor Vehicle Rules, 1989.

Price prevailing at the time of invoicing will be applicable. Ex-showroom Price (inclusive of GST, incl. compensation cess) @ 48% as applicable but excludes Road Tax, RTO statutory taxes/fee, other local tax/cess levies and insurance. Prices and options are subject to change without prior notice. For further information, please contact your authorized MINI dealer or visit www.mini.in.

The new MINI Countryman is available in five colours: Light White, Thunder Grey, Island Blue, Chilli Red, Melting Silver plus British Racing Green exclusively for the MINI Countryman Cooper S.

The new MINI Countryman is available with Leatherette Carbon Black as standard upholstery and Leather Cross Punch Carbon Black for the new MINI Countryman Cooper S JCW Inspired Pack.

The all-new MINI Countryman.

Exterior of the all-new MINI Countryman goes even further in versatility, agility and premium character. Its powerful proportions lend a particularly distinctive presence that combine iconic MINI design language with enhanced functionality. Precise contours on the surface underline the cars athletic shape and vertical orientation. Contrasting roof, upright rear lights, hexagonal radiator grille and large headlamps have undergone revolutionary development. The roof-rails in satin-finished aluminium are combined with silver-coloured side sill tops, thereby lending greater visual emphasis to the height of the car. The distinctive, slightly asymmetrically rounded contour of the LED headlamp together with the radiator grille produces a distinctive front view.

The all-new MINI Countryman is the roomiest and the most spacious MINI yet, extending 20 centimetres longer and 3 centimetres wider than its predecessor. This increased space allows five adults to sit comfortably with ample luggage space, making the all-new MINI Countryman a perfect companion for long journeys.

The **interior** blends modern aesthetics and refined craftsmanship with practical functionality. The typical MINI cockpit impresses with its clear horizontal structure, stretched lines and generously sized surfaces. The iconic circular central instrument panel is surrounded by an LED ring offering a brilliant colour display in 6.5-inch or 8.8-inch

Media Information

Date 03 May 2018

Subject Add Adventure. Add Space. Add Stories. The all-new MINI Countryman launched in India.

Page 4

touchscreen. The intuitive use is complemented by the controller on the middle console for easy operation of multimedia, phone and car functions.

The electric seat adjustment with memory function now offers enhanced head and shoulder space for both the driver and front passenger. The three full-fledged seats at the rear make for ample and comfortable seating for rear passengers.

Using the cargo function, boot capacity can be increased from **450 litres to 1,309 litres** by folding down the rear backrest with its 40:20:40 split. Park your all-new MINI Countryman at a scenic space and enjoy the view with the unique **Picnic Bench** that folds out of the luggage compartment to provide seating space for two while protecting your clothing with a fender dirt protection flap. **Automatic Tailgate** combined with **Comfort Access System** allows the boot to be opened and closed just by waving your foot under the rear fender.

The **MINI Excitement Pack** features LED interior and ambient lighting which illuminates the cockpit with a choice of selectable colours as well as projection of the MINI logo from the exterior mirror on the driver's side when opening and closing the car door.

The all-new MINI Countryman is powered by an all-new range of petrol and diesel engines developed from the latest MINI TwinPower Turbo Technology offering outstanding performance and efficiency. The 2-litre 4-cylinder **petrol engine** with TwinPower Turbo Technology makes the MINI Countryman Cooper S, high on performance and light on fuel. It mobilises a peak output of 141 kW/192 hp and a maximum torque of 280 Nm torque. It sprints to 100 km/hr in 7.5 seconds and the top speed is 225 km/hr. The MINI Countryman Cooper SD 4-cylinder **diesel engine** generates a peak output of 140 kW/190 hp and a maximum torque of 400 Nm torque. It sprints to 100 km/hr in 7.7 seconds and the top speed is 220 km/hr.

The standard **8-speed automatic steptronic transmission** offers even more efficient, comfortable and sporty driving due to a broader gear spread and smaller engine speed steps. The 8-speed sports automatic steptronic transmission in the MINI Countryman Cooper S JCW Inspired with shift paddles makes for even sportier driving.

MINI Driving Modes enable an individualised vehicle set-up focusing on ride comfort, sportiness or efficiency, according to driver's preference. In addition to the standard **MID** mode there is a choice of **SPORT** and **GREEN** mode. **Driver Assistance Systems** include Cruise Control, Park Assistant, Rear View Camera and Head-Up Display.

Media Information

Date 03 May 2018
Subject Add Adventure. Add Space. Add Stories. The all-new MINI Countryman launched in India.
Page 5

The all-new MINI Countryman is stacked with **cutting-edge safety** technology. The standard safety equipment comprises of front and passenger airbags, Brake Assist, 3-Point Seat Belts, Dynamic Stability Control, Crash Sensor, Anti-lock Braking System, Cornering Brake Control and Run-flat tyres as standard.

The standard **MINIMALISM** technology includes auto start/stop function, brake energy recuperation, active cooling air flaps and electromechanical power steering.

If you have any queries, please contact:

BMW Group India

Abhay Dange, Director, Press and Corporate Affairs
Cell: +91 99 104 81013, Tel: + 91 124 4566 600, Fax: + 91 124 4566 612, Email: Abhay.Dange@bmw.in

Satchit Gayakwad, Sales Channel, Lifestyle and Sports Communication, Press and Corporate Affairs
Cell: +91 95 607 25900, Tel: + 91 124 4566 906, Fax: + 91 124 4566 612, Email: satchit.gayakwad@bmw.in

Internet: www.mini.in
Facebook: <https://www.facebook.com/MINI.India>
Twitter: https://twitter.com/MINIOfficial_IN