

## Press and Corporate Affairs

Media Information

April 5, 2012

### **MINI now in India.**

The Icons Arrive in Style: MINI, MINI Convertible and MINI Countryman build excitement in Mumbai.

Infinity Cars appointed as the first exclusive MINI dealership.

**Mumbai.** MINI is at home in 99 countries. And India is the 100th country that MINI will now make its home.

MINI is now available in India as a Completely Built-up Unit (CBU) in MINI Hatch, MINI Convertible and MINI Countryman range in powerful and efficient petrol variants with six-speed automatic transmission.

Dr. Andreas Schaaf, President, BMW Group India said, "With the launch of MINI, we have brought the world's most exciting premium small car brand to India. MINI is more than just a car – it is a personality on wheels – a fashion statement – and a way of life. MINI expresses a whole generation's approach to life – it is extrovert, open and full of zest in life. No other brand exhibits the attributes and essence of a modern urban lifestyle like MINI and there is no doubt that it is one of the world's most emotional auto brands."

"By launching the new MINI ten years ago, we created the world's first premium small car brand in the world. With MINI our approach was: 'From the Original to the Original'. Since then, we have sold over 2 million MINIs and converted the MINI brand from a single-model offer to a family of six models. Three of them, namely the MINI Hatch, the MINI Convertible and the MINI Countryman are now available in India. Our main focus this year will be to concentrate on successfully establishing the MINI brand in India." Dr. Andreas Schaaf further added.

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Infinity Cars, the first exclusive showroom has been launched in Mumbai. The new MINI showroom is located at Linking Road. The customers will now get an opportunity to experience MINI in the new showroom which will display upto five cars.

Ms. Pooja Choudury, Managing Director, Infinity Cars said, "We are proud to launch the first MINI showroom in Mumbai; a city known for its blend of Indian and international flavour; just like the MINI drivers who have an individualistic yet global attitude. MINI will open up a whole new world of inventiveness and style in Mumbai and we are very thrilled to have the opportunity to be part of this excitement."

The ex-showroom prices of the new MINI cars in India are as follows –

MINI Cooper	:	INR 25,50,000
MINI Cooper S	:	INR 28,60,000
MINI Cooper Convertible	:	INR 30,70,000
MINI Cooper S Countryman	:	INR 32,80,000
MINI Cooper S Countryman High	:	INR 35,90,000

Note: Price prevailing at the time of delivery will be applicable. Delivery will be made 'ex-showroom'. Ex-showroom price excludes Road tax, RTO statutory taxes/ fees, insurance and Octroi (if applicable). Prices and options are subject to change without prior notice. For further information, please contact your local authorized MINI Dealer.

Every MINI is unique and stands out from the crowd due to its distinctive design. All the MINI models put a smile on their owner's face with outstanding performance and leading efficiency in their respective class.

### **MINI: A global success and 'Car of the Decade'.**

The modern MINI combines an agile 'Go-kart' handling as its most natural characteristic with cutting-edge efficiency and uncompromising premium quality. MINI has established itself around the world as a symbol of urban driving fun and an indispensable element in its driver's mobile lifestyle.

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### **MINI Convertible: Inspiringly Agile, Refreshingly Open.**

The MINI Convertible blends the brand's hallmark attributes with the refreshing feeling of open-air motoring with greater intensity than ever before. Again, the brand's soft-top representative is unmistakably a MINI. Its proportions, short front and rear overhangs, large wheel cut-outs, the height of the waistline and numerous design features typical of the brand clearly show that this is a full-fledged member of the MINI family.

### **MINI Countryman: Taking driving fun into new territory.**

The MINI Countryman takes the hallmark MINI driving fun to a new dimension and marks the arrival on the scene of a MINI with four doors, a large tailgate and a variable-use interior capable of accommodating up to five people. The MINI Countryman is also the brand's first model with a body over four metres in length. Its advanced chassis technology and the extremely precise and efficient Electric Power Steering ensure that the typical MINI 'Go-kart' driving experience is preserved.

MINI India will establish two more exclusive outlets in Delhi (National Capital Region) in 2012.

If you have any queries, please contact:

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