

Press and Corporate Affairs

Press Release
3 February 2016

MINI set to raise the temperature on Indian roads.

Stay Open: The all-new MINI Convertible to offer a refreshing expression of open-top driving in 2016.

Ripe for Fresh Conquests: The all-new MINI Clubman readies for its India debut.

Delhi NCR. 2016 is guaranteed to be full of driving fun with the launch of one of the most stylish members of the MINI family – the all-new MINI Convertible. The new MINI Convertible will be launched as a Completely Built-up Unit (CBU) in first half of the year.

MINI India has also announced a new year present for MINI fans by confirming that the much-awaited MINI Clubman will come to India soon.

Mr. Philipp von Sahr, President, BMW Group India said, “MINI sets new trends, breaks away from tradition and constantly keeps on reinventing itself. It’s not just a car, it’s a companion that inspires its owners to live life to the fullest. It’s the unmistakable MINI charisma that grips the hearts of MINI fans everywhere in the world. With the launch of the all-new MINI Convertible and the all-new MINI Clubman, MINI will continue its success story.”

MINI Convertible is the first and still the only convertible in the premium small car segment that embodies the most exclusive and emotionally intensive way of savoring open-top driving. With the top down or with the top up, the all-new MINI Convertible surprises with its feistiness.

More versatile than ever, the all-new MINI Clubman is the MINI for all occasions. Bold and distinctive, it is a rare blend of sports car beauty with functionality and space. Four doors, characteristic split doors at the rear, five generously sized seats and tasteful interior ensure that it meets all requirements of the compact premium class in its own unconventional way.

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The MINI model range in India presently includes MINI Cooper S 3-door, MINI Cooper D 3-door, MINI Cooper D 5-door, MINI Convertible and MINI Countryman D. MINI has established four exclusive outlets – Bird Automotive (Delhi), Infinity Cars (Mumbai), Navnit Motors (Bangalore) and KUN Exclusive (Hyderabad).

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