



Media Information
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Charged for fun: launch of the First MINI plug-in hybrid MINI and John Cooper Works Countryman

MINI driving fun has just entered a whole new dimension. As of June 2017, Irish customers will see the first MINI plug-in hybrid model when the [MINI Cooper S E Countryman ALL4](#) makes its debut. At the same time, the new [MINI John Cooper Works Countryman](#) is the ultimate partner for all those who wish to combine a desire for adventure, versatility and off-road capabilities with hallmark MINI go-kart feeling.

With an output of 231 hp working with MINI's ALL4 all-wheel drive system, the new MINI John Cooper Works Countryman sprints from 0-100km/h in 6.5 seconds and is available to order on the road price at €50,440 (OTR). Meanwhile the MINI Cooper S E Countryman ALL4 comes with a combined power with efficiency consumption levels 2.3 – 2.1 l/100km and combined CO₂ emissions from 52 – 49 g/km.

This first MINI plug-in hybrid model offers not just sporty agility on the road and off-road but also the possibility of purely electrically powered driving, generating zero local emissions. It will be available at dealerships from 24 June 2017 and will come with an OTR of €34,800.

MINI Cooper S E Countryman ALL4

The hybrid system of the MINI Cooper S E Countryman ALL4 is made up of a 3-cylinder petrol engine with MINI TwinPower Turbo Technology and a synchronous electric motor. Together they generate a system output of 224 hp and enables the car to sprint from zero to 100 km/h in 6.8 seconds. The power of the combustion engine is transmitted to the front wheels by means of a 6-speed Steptronic transmission. The electric motor powers the rear wheels via a two-stage single-speed transmission. The intelligently controlled interaction between the two power units creates an electrified all-wheel drive system that optimises agility and stability on the road as well as providing supreme traction over snow and unsurfaced terrain. In everyday traffic the intelligent drive control of the MINI Cooper S E Countryman ALL4 makes for an intense hybrid driving experience.

When setting off, only the electric motor is initially active meaning a virtually noiseless start. As is typical of electric motors, the entire torque is available from standing. Once a driving speed of 80 km/h is reached, the combustion engine is gently activated. The



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eDRIVE toggle switch enables the driver to continue to drive with the pure electric engine beyond this point if preferred: in MAX eDRIVE mode the MINI Cooper S E Countryman ALL4 runs at up to 125 km/h free of local emissions. The electrical range of the first MINI plug-in hybrid model is 40 kilometres.

The energy required for this is stored in a high-voltage lithium-ion battery housed underneath the rear seat. It can be charged at a conventional household socket or, for increased power input, at a wallbox or public charging station. Charging takes between 2:15 and 3:15 hours.

The efficiency and pulling power of the electric motor, its cleverly controlled interaction with the combustion engine and the premium quality and reliability of all components of the hybrid system is the result of the BMW Group's eDrive technology. The high-voltage battery comes with a warranty which lasts for six years or 100,000 kilometres.

The MINI Cooper S E Countryman ALL4 combines its progressive drive system with the versatile space concept and hallmark brand style of the latest MINI model range. Purely electrical driving fun comes with very slight package-related space limitations in the interior. The luggage compartment volume of the hybrid model is 405 litres, which can be extended to as much as 1275 litres with the rear backrests folded down.

Additionally, the range of standard trim in the MINI Cooper S E Countryman ALL4 is exceptionally extensive. Equipment offered as standard includes a three-spoke sports steering wheel, the MINI Driving Modes for individual vehicle set-up and the MINI navigation system including MINI Visual Boost radio with 6.5-inch on-board computer in the central instrument and MINI Controller in the centre console.

In addition to model-specific design elements such as the "E" emblem on the radiator grille and side scuttles as well as door sill finishers with a yellow "S" logo, the 17-inch light alloy wheels in Light Spoke design are another distinguishing feature exclusive to the model. In the interior, hybrid-specific displays and the eDRIVE toggle switch indicate the distinctive character of the MINI Cooper S E Countryman ALL4.

MINI John Cooper Works Countryman



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From the engine and ALL4 drive system to the upgraded sports suspension with 18-inch John Cooper Works Grip Spoke alloy wheels and Brembo sports brake system, the John Cooper Works racing influence is evident throughout the model's build and design. Special exterior body features highlight the vehicle's sporty credentials, and optimise aerodynamic properties, whilst inside the vehicle features a model-specific cockpit and John Cooper Works sports seats.

The new MINI John Cooper Works Countryman not only offers an exciting driving experience but with improved boot space and extra leg room over its predecessor it is both versatile and flexible.

Exclusive standard and optional equipment

The exclusive standard and optional equipment available with the MINI John Cooper Works Countryman means it stands out from the crowd. Standard equipment includes LED headlamps with cornering function and daylight driving light, cruise control with brake function and the 6.5" Colour MINI Visual Boost display including MINI Navigation, USB socket and Bluetooth. Comfort Access, Anthracite Headlining, MINI Driving Modes and Rear Park Distance Control are also offered as standard with MINI John Cooper Works Countryman.

Modern driver assistance systems, high-quality options for comfort and individual style.

The driver assistance systems developed for the MINI range enhance comfort and safety in the new John Cooper Works Countryman, too. The standard collision warning with city braking function can be extended to include the Driving Assistant system with camera-based active cruise control, pedestrian warning with initial brake function, high beam assistant and road sign detection. Park Distance Control features sensors at the rear as standard, with other features such as front parking sensors, rear view camera and Parking Assistant optionally available. The optional Head-Up Display can display can inform the driver on all sorts of information, including road speed, speed limits and overtaking bans, navigation directions and Check Control messages, feedback from the driver assistance systems, telephone contacts and entertainment controls. The Head-Up display features a specific John Cooper Works mode where it is also possible to display the currently selected gear and a multi-coloured engine speed scale.

Other options available for the new MINI John Cooper Works Countryman include a panorama glass roof, 2-zone automatic air conditioning, seat heating for driver and front passenger, windscreen heating and folding exterior mirrors.



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The BMW Group

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 31 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2016, the BMW Group sold approximately 2.367 million cars and 145,000 motorcycles worldwide. The profit before tax was approximately € 9.67 billion on revenues amounting to € 94.16 billion. As of 31 December 2016, the BMW Group had a workforce of 124,729 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.

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