

MINI IRELAND. CORPORATE COMMUNICATIONS.



Media Information
10th JANUARY 2018

New tech, new connectivity and a new MINI range for 2018:

- New MINI logo designation on all models.
- Led Matrix lights offered for the first time.
- New colour options, alloy wheels and leather trim.
- Unique individualisation with MINI Yours 3D printed parts
- Further developed engines and increased capacity and torque on MINI One.

New technology, cutting-edge connectivity, standard-fit front and rear LED lights across the range and an advanced dual-clutch automatic gearbox are just some of the features in the new 2018 MINI 3-Door Hatch, MINI 5-Door Hatch and MINI Convertible, which will launch at MINI retailers across Ireland this March.

The changes are focused on driver appeal and core new technologies, including MINI Connected Concierge services, wireless smartphone charging and first-in-class options such as new anti-dazzle adaptive headlights with Matrix high beam.

First-in-class new 'Matrix' adaptive LED headlamps will be offered as an option on the new MINI Hatch and Convertible range, which automatically adjusts brightness using a matrix of different light elements to cater for specific road conditions.

The adaptive LEDs also feature an automatic selective dip function when on high beam, which automatically extinguishes the parts of the lamp which may dazzle other drivers, while at the same time offering optimal illumination.

New MINI logo: reduced to the essentials.

The 2018 MINI range will also see the debut of an all-new MINI logo on the vehicle. The new badge has a flat two-dimensional design, reflecting MINI's new brand identity with its focus on the essentials – namely key values such as driving fun, distinctive design, premium quality and emotional appeal. The new logo appears on the bonnet, tailgate, steering wheel, instrument display and central locking remote control on all models.

Three new colours, including premiere for Piano Black Exterior.

The range of body finishes available for the new MINI range includes three brand new colours, namely Emerald Grey metallic, Starlight Blue metallic and Solaris Orange metallic.

Exterior options now include an additional means of customising the exterior design. With the Piano Black Exterior pack, the surrounds of the headlights, rear lights and radiator grille are finished in high-gloss black instead of chrome.

The choice of alloy wheels has been expanded, too. 17-inch 'Roulette' and 'Propeller' designs are now available for all body variants of the new MINI Hatch and Convertible, along with a new 'Rail' two-tone wheel.

New leather trims, interior surfaces and colour lines.

A broad selection of seat surfaces, interior surfaces and colour lines add a touch of individual style to the interior of the new MINI range. These include Chester leather trim in Malt Brown and a colour line now also available in Malt Brown.

Maximum individualisation: MINI Yours Customised.

The MINI Yours Customised program includes new products whose design can be created by customers themselves, which are then produced precisely according to their individual specifications. It includes side scuttles, decorative strips for the interior on the passenger side, LED door sill finishers and LED door projectors.

MINI Yours Customised products can be selected, designed and ordered through a specially created online shop launching later in 2018. Here customers can choose between various colours, patterns, surface structures and icons, as well as contributing their own texts and adding a touch of personal style to the design. This creative interaction between manufacturer and customer enables MINI drivers to turn their vehicle into a unique expression of their own personality. The individualised products are manufactured using innovative production techniques, including 3D printing and laser engraving.

Drive: increased driving fun and reduced weight.

Revisions to engines and powertrain have been made to further enhance driving fun. Development has been applied across the board, including the basic engine, MINI TwinPower Turbo Technology, engine electronics, oil supply, intake air ducting, the cooling system and the exhaust system.

One very clever feature of the new MINI engines is the use of carbon-fibre reinforced plastic (CFRP) on the engine covers, which not only contributes to further weight reduction, but also takes advantage of using recycled material generated during the production of BMW's 'i' range of electric vehicles.

The 3-cylinder petrol engine in the MINI One has seen an increase in capacity to 1.5 litres, increasing maximum torque by 10 Nm, taking it to 190 Nm.

New: 7-speed Steptronic transmission with double clutch with electronic selector lever.

All new MINIs come with a precise six-speed manual gearbox as standard, but now 3-Door Hatch, 5-Door Hatch and Convertible models are now also available with a 7-speed Steptronic transmission with double clutch as an option.

The transmission is offered on MINI One, MINI Cooper, MINI Cooper S and MINI Cooper D engine variants, and is characterised by very fast gearshifts, enabling sporty acceleration and an impressive spread of torque.

The transmission comes with an all-new electronic selector lever, while on the MINI Cooper S the automatic option includes shift paddles at the steering wheel for a level of manual intervention.

All Steptronic transmissions allow the car to coast in MID and GREEN mode and incorporate the latest generation of auto start/stop functions.

Using the satellite navigation data and the car's inbuilt camera systems, the stop/start can be intelligently controlled to identify situations in which it is better not to switch off the engine: for example when stopping briefly before making a turn or entering a roundabout, or if the traffic ahead has started moving again.

New steering wheel with multifunction buttons and radio with 6.5-inch colour screen as standard.

The newly designed three-spoke steering wheel in the MINI range now features multifunction buttons. On the left-hand control panel it is possible to activate the Speed Limit Device to set a maximum speed, while the audio and communication controls are on the right-hand side. A sports leather steering wheel, a MINI Yours sports leather steering wheel and a John Cooper Works leather steering wheel are all available as options. The standard trim also includes an audio system with 6.5-inch colour screen in the central instrument panel and mobile phone integration via Bluetooth.

New options: Refreshed Pepper and Chili packs now include rear PDC and MINI Logo projection as standard.

For 2018, MINI has introduced new options and enhanced the equipment offered in the popular Pepper and Chili packs.

Pepper Pack adds extra content including 15-inch light alloy wheels, MINI Excitement Pack, leather steering wheel, rain sensor with automatic headlight activation and automatic air conditioning. A new addition to the Pepper Pack in 2018 is rear park distance control (PDC) ensuring that the MINI vehicles are easier than ever to park in and around town.

Chili Pack builds on the contents of the Pepper Pack, adding extras features including 17-inch light alloy wheels, cloth and leather upholstery, a sport steering wheel and a sport button to further enhance the driving experience.

The MINI Excitement Package, which is included in the Pepper and Chili packs for customers, now includes MINI logo projection on the driver's side. When the vehicle door is opened and closed, the new MINI logo is projected onto the ground in front of the door from a light source in the exterior mirror and can be seen there for 20 seconds, or permanently if the door is left open.

Infotainment and Navigation: 6.5-inch full colour display as standard and debut of new Navigation Plus Pack with wireless charging.

As standard, all vehicles will have a 6.5-inch full colour display and standard rotary controller. Customers can choose to upgrade this screen to include optional MINI Navigation with a touchscreen display and Apple CarPlay functionality.

MINI has simplified the range of additional infotainment packs for customers in 2018, with one new infotainment package now offered. The new Navigation Plus package contains a raft of innovative optional equipment, including MINI's new 8.8-inch touchscreen display, wireless charging, new MINI Connected Services.

New MINI 3-Door Hatch: Five engine variants

MINI One 3-Door Hatch: 75 kW/102 hp, 0 – 100 km/h in 10.1 seconds, fuel consumption: 4.9 l/100km combined cycle (4.8 l/100km combined cycle)*, CO2 emissions: 115 – 111 g/km (114 – 109 g/km)*.

MINI Cooper 3-Door Hatch: 100 kW/136 hp, 0 – 100 km/h in 7.9 seconds, top speed: 210km/h, fuel consumption: 5.0 l/100km combined cycle (4.8 l/100km combined cycle)*, CO2 emissions: 118 – 114 g/km (114 – 109 g/km)*.

MINI Cooper S 3-Door Hatch: 141 kW/192 hp, 0 – 100 km/h in 6.8 seconds, top speed: 235 km/h, fuel consumption: 6.0 l/100km combined cycle (5.2 l/100km combined cycle)*, CO2 emissions: 139 – 138 g/km (120 – 119 g/km)*.

MINI John Cooper Works 3-Door Hatch: 170 kW/231 hp, 0 – 100 km/h in 6.3 seconds, top speed: 246 km/h, fuel consumption: 6.6 l/100km combined cycle (5.7 combined cycle)*, CO2 emissions: 150 g/km (130 g/km)*.

MINI Cooper D 3-Door Hatch: 85 kW/116 hp, 0 – 100 km/h in 9.2 seconds, top speed: 205km/h, fuel consumption: 3.9 – 3.9 litres/100 km (3.8 – 3.8 litres/100 km)*, CO2 emissions: 103 – 102 g/km (100 – 99 g/km)*.

MINI 5-Door Hatch: Three petrol and one diesel engine

MINI One 5-Door Hatch: 75 kW/102 hp, 0 – 100 km/h in 10.3 seconds, top speed: 192 km/h, fuel consumption: 4.9 l/100km combined cycle (4.8 l/100km combined cycle)*, CO2 emissions: 116 – 112 g/km (115 – 110 g/km)*.

MINI Cooper 5-Door Hatch: 100 kW/136 hp, 0 – 100 km/h in 8.2 seconds, top speed: 207km/h, fuel consumption: 5.1 l/100km combined cycle (4.8 l/100km combined cycle)*, CO2 emissions: 120 – 116 g/km (115 – 110 g/km)*.

MINI Cooper S 5-Door Hatch: 141 kW/192 hp, 0 – 100 km/h in 6.9 seconds, top speed: 235km/h, fuel consumption: 6.2 l/100km combined cycle (5.4 l/100km combined cycle)*, CO2 emissions: 143 – 141 g/km (124 – 123 g/km)*.

MINI Cooper D 5-Door Hatch: 85 kW/116 hp, 0 – 100 km/h in 9.4 seconds (9.6 seconds), top speed: 126 mph (126 mph), fuel consumption: 4.0 – 3.9 litres/100 km (4.0 – 3.9 litres/100 km)*, CO2 emissions: 104 – 103 g/km (104 – 103 g/km)*.

MINI Convertible: Three petrol engines available

MINI Cooper Convertible: 100 kW/136 hp, 0 – 100 km/h in 8.8 seconds, top speed: 208km/h, fuel consumption: 5.2 l/100km combined cycle (5.2 l/100km combined cycle)*, CO2 emissions: 123 – 119 g/km (123 – 118 g/km)*.

MINI Cooper S Convertible: 100 kW/136 hp, 0 – 100 km/h in 8.8 seconds, top speed: 230 km/h, fuel consumption: 6.3 l/100km combined cycle (4.9 l/100km combined cycle)*, CO2 emissions: 123 – 119 g/km (123 – 118 g/km)*.

MINI John Cooper Works Convertible: 170 kW/231 hp, 0 – 100 km/h in 6.6 seconds, top speed: 241 km/h, fuel consumption: 6.7 l/100km combined cycle (5.9 l/100km mpg combined cycle)*, CO2 emissions: 152 g/km (136 g/km)*.

Ends

*Fuel consumption and CO₂ emission figures were measured using the methods required according to Regulation (EC) 2007/715 as amended. The figures are provisional and are based on a vehicle with basic equipment in Germany. Figures depend on the tyre format selected; specifications in brackets apply to vehicles with automatic transmission.

For further details on official fuel consumption figures, official specific CO₂ emissions and power consumption of new cars, please refer to the "Manual on fuel consumption, CO₂ emissions and power consumption of new cars", available at all sales outlets, from Deutsche Automobil Treuhand GmbH (DAT), Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen and at <http://www.dat.de/angebote/verlagsprodukte/leitfaden-kraftstoffverbrauch.html>

The BMW Group

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, 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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