

BMW Group Latin America & the Caribbean Corporate Communications

Press Release
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Talented all-rounder and bestseller: The 250,000th MINI Countryman leaves the factory.

Successful venture into a new market segment – First MINI with four doors, a large tailgate, up to five seats and optional all-wheel drive wins over additional target groups around the world.

Munich. The launch of the MINI Countryman saw the British premium brand make the move into a new segment and write a new chapter in its successful history. And today the 250,000th MINI Countryman rolled off the assembly line at production and development partner Magna Steyr in Graz, Austria. This production landmark, reached just two-and-a-half years after sales began, offers clear evidence that the MINI brand's hallmark driving fun and timehonoured style also hold a persuasive allure in the compact premium segment. "The strong global demand for the MINI Countryman represents a compelling endorsement of the rigorous expansion strategy implemented for the MINI range," says Harald Krüger, Member of the Board of Management of BMW AG, MINI, Motorcycles, Rolls-Royce, Aftersales BMW Group. The roll-out of the 250,000th MINI Countryman follows hot on the heels of the start of MINI Paceman production. The seventh model in the brand's line-up is likewise built in Graz.

The MINI Countryman is the first model in the more than 50-year history of the brand to sport four doors, a large tailgate, up to five seats and a variable-use load compartment offering between 350 and 1,170 litres of space. The innovative vehicle concept brings the MINI feeling onto the radar of new target groups who appreciate both its extra functionality and a balance of agility and driving comfort that comes into its own over longer journeys. A driveline innovation is also central to securing the MINI Countryman's status as a talented all-rounder: it is the first MINI to be available as an option with the ALL4 all-wheel-drive system. The variable distribution of power between the front and rear axles enables the driver to embark on scenic tours off the beaten track and opens the door to a new take on the signature MINI go-kart feeling.

ALL4 can currently be ordered as an option for the MINI Cooper S Countryman (135 kW/184 hp), MINI Cooper SD Countryman (105 kW/143 hp) and MINI Cooper D Countryman (82 kW/112 hp). Even further up the performance scale lies the stand-out sporting ability of the MINI John Cooper Works Countryman, which comes with all-wheel drive as standard. This allows it to convert the power from its 160 kW/218 hp race-bred engine into extreme driving fun with supreme assurance and in any situation. The engine line-up is rounded off by the front-drive MINI Cooper Countryman (90 kW/122 hp), MINI One Countryman (72 kW/98 hp) and MINI One D Countryman (66 kW/90 hp) models. All versions – with the exception of the MINI One D Countryman – can also be equipped with a six-speed automatic gearbox as an alternative to the standard six-speed manual.

The global success of the MINI Countryman is reflected in its sales figures in all the major car markets: a total of 102,250 units of the model were sold in 2012 alone. The most in-demand model variant was the MINI Cooper S Countryman, followed by the MINI Cooper Countryman. Although the diesel variants are not offered in all markets,

they have also proved extremely popular. Diesel-powered models accounted for approximately 37 per cent of MINI Countryman sales in 2012.

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The BMW Group

The BMW Group is the leading premium manufacturer of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 28 production and assembly facilities in 13 countries and has a global sales network in more than 140 countries.

In 2012, the BMW Group sold about 1.85 million cars and more than 117,000 motorcycles worldwide. The profit before tax for the financial year 2012 was euro 7.82 billion on revenues amounting to euro 76.85 billion. At 31 December 2012, the BMW Group had a workforce of 105,876 employees.

The success of the BMW Group has always been built 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. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last eight years.

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