

The new MINI Countryman prepares its arrival to Mexico, Latin America and the Caribbean

The British brand presents the successor of the first compact model of the brand that was born in the Los Angeles Auto Show 2016.

Mexico City, December 1, 2016. The new MINI Countryman arrives to Mexico City after its world premier last month during the Los Angeles, California Auto Show. The MINI family welcomes the new member which not only continues the model generation change, but also takes the lead in technology and design topics which translate into more fun when driving, keeping the refined Premium environment of the brand.

The power of the new MINI Countryman is due to two last generation gasoline engine variants with MINI TwinPower Turbo technology, the first one is powered by a 3-cylinder 1499 cc engine reaching 100 kW/136 hp with max. torque 220 Nm; while the 4-cylinder 1998 cc engine reaches 141 kW/192 hp thanks to the maximum torque of 280 Nm. Both engines allow combining this power with maximized efficiency of the ALL4 comprehensive drive system.

Additionally and as a response to BMW Group's strategy of providing choices to benefit the environment, the new MINI Countryman premiers in the British brand with a plug-in hybrid engine; when combined with the comprehensive drive system, the MINI Cooper S E Countryman ALL4 achieves a range of up to 40 kilometers in all electric mode thanks to the synergy of both engines; the vehicle uses a 3-cylinder 1499 cc gasoline engine and delivers a power of 100 kW/136 hp and provides a perfect synchrony with the electric engine that delivers a power of 65 kW/88 hp which altogether total 165 kW/224 hp and a system pair of 385 Nm.

The innovative MINI Countryman is a lot more versatile since it increased its size by 20 additional centimeters in comparison with the previous model and provides more space together with the typical raised position of the seat, all five passenger seats and the trunk have more space now. Also, the generation change goes with clear advances in versatility, sportiveness and Premium quality.

The unmistakable personality of the new MINI Countryman is achieved through the expressive design and typical features of the new MINI family that includes optional LED headlights and daytime running lights, created for the first time by a light line completely surrounding the headlights. The functionality provided by this new vehicle is complemented with a color 8.8 inch screen within the instrument cluster accompanying the Professional MINI navigational system and which now offers the innovative touch-screen function. Other novelties in the MINI Countryman are the MINI County timer that records off road journeys, the new MINI Picnic Bench which, placed at the edge of the trunk, may become a comfortable seat to enjoy outdoors, and

the MINI Find Mate that makes it easier for the MINI Countryman driver to look for bags, keys and other accessories; all these features will arrive to Mexico preliminarily and then to all Latin America in the first half of 2017.

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 2015, the BMW Group sold approximately 2.247 million cars and nearly 137,000 motorcycles worldwide. The profit before tax for the financial year 2015 was approximately € 9.22 billion on revenues amounting to € 92.18 billion. As of 31 December 2015, the BMW Group had a workforce of 122,244 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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