

Press Release
October 2020

TOP LOCATION WITH LAKE VIEW: EXPLORE NORTHERN ITALY IN THE MINI COOPER S COUNTRYMAN ALL4 WITH ROOF TENT.



P90398234

Lake Iseo is a camping lovers' paradise. Driving along its lakeside roads in the MINI Cooper S Countryman ALL4 reveals many picturesque places by the lake to spend the night. Those seeking variety and wishing to relocate every day can travel spontaneously and in style with a MINI Design-inspired sleeping area mounted on the roof of the 5-door all-rounder.

Munich. Though the Mediterranean is still a long way off, there is certainly no shortage of cool waters in the northern Italian Lombardy region. Whether it's the sophisticated Lake Como, or Lake Garda, a favourite with German visitors for decades: everywhere tourists are enticed by clear waters, light winds and the mountain panorama of the Alpine foothills. Lake Iseo is particularly popular with camping lovers. Here the sheer abundance of camping pitches located right on the lake makes it hard to choose the perfect place to spend the night. This is why tourists, wishing to explore in a short time as much as possible of the picturesque scenery and the scenic villages with little ports,

Company
Bayerische
Motoren Werke
Aktiengesellschaft

Postal address
BMW AG
80788 München

Telephone
+49-89-382-61742

Internet
www.bmwgroup.com

Press Release

Date October 2020

Topic Top location with lake view: explore Northern Italy in the MINI Cooper S Countryman ALL4 with roof tent.

Page 2



P90398238

pretty promenades and quaint restaurants, tour around in a camper van. Or in the new MINI Cooper S Countryman ALL4 (combined fuel consumption: 6.5 – 6.2 l/100 km; combined CO₂ emissions: 149 – 142 g/km). It offers considerably more driving pleasure on the narrow lakeside roads, is agile even on unsurfaced terrain and transports two comfortable places to sleep to locations which are out of reach for conventional camping vehicles.



P90398236

This is made possible by a roof tent specially designed for the MINI Countryman by the Italian manufacturer AUTOHOME. As a result, spontaneous relocations on Lake Iseo are a pure delight. The mobile shelter is the product of a cooperation with the MINI Design Team and is available in black or white, the same contrasting paintwork colours available for the roof and mirror caps of the 5-door all-rounder. Its special attachment system makes it easy to secure on the roof of the largest model of the British premium brand, on the optional roof rails and the roof

Press Release

Date October 2020

Topic Top location with lake view: explore Northern Italy in the MINI Cooper S Countryman ALL4 with roof tent.

Page 3



P90398231

rail carrier available in the Original MINI Accessories range. The solid fibre-glass housing of the roof tent resembles a roof box when closed, with its flat aerodynamically optimised shape reducing drag and wind noise en route to Lombardy.

The new MINI Cooper S Countryman ALL4 effortlessly assumes the role of a camper van. Folding down the rear seat with its standard 40 : 20 : 40 split increases its luggage compartment capacity from 450 to up to 1,390 litres. This means that, besides the holiday luggage and sleeping bags, one or the other indispensable piece of equipment for stylish alfresco holidays can still be packed: whether it's the camping barbecue for preparing a freshly-caught char from the lake or the espresso machine with connection to the 12-volt socket in the luggage compartment. Thanks to a maximum permissible additional load of 560 kilograms, it takes quite a while to reach the transport limits of the MINI Cooper S Countryman ALL4.



P90398235

Press Release

Date October 2020

Topic Top location with lake view: explore Northern Italy in the MINI Cooper S Countryman ALL4 with roof tent.

Page 4



P90398247

Anyone looking at Lake Iseo on the map will notice an elongated “S” not unlike the letters affixed on the side scuttles and the radiator grille of the MINI Cooper S Countryman ALL4. And its agile drivability is also well suited to the landscape. On Lombardy’s winding country roads the premium compact model immediately demonstrates its sporty character, even with more generous vehicle loads. Its 131 kW/178 hp 4-cylinder engine with MINI TwinPower Turbo Technology, standard 8-speed Steptronic transmission and optional adaptive suspension guarantee a blend of camping anticipation and unmistakable driving pleasure.



P90398237

You can drive right round Lake Iseo, situated between Bergamo in the east and Brescia in the west, on lakeside roads. Spectacular views of the water and mountains invite you to stop off along the roadside, whereas access to particularly idyllic bathing spots and camping areas is sometimes via unsurfaced roads. This is where the ALL4 all-wheel drive comes in handy. The instantaneous reactions of its electronically controlled system ensure the needs-based distribution of driving power between the front and rear wheels at all times in all road surface and weather conditions. Thus even heading for a place to spend the night that is somewhat off the beaten track but especially secluded is unproblematic.

On arrival there, the advantages of the roof tent literally unfold in a few easy moves. Once the safety clasps on the housing are released, the tent is automatically raised by means of four gas pressure springs. Then, on entering the mobile accommodation, it is clear that the

Press Release

Date October 2020

Topic Top location with lake view: explore Northern Italy in the MINI Cooper S Countryman ALL4 with roof tent.

Page 5



P90398244



P90398240

brand's hallmark principle of clever use of space also applies on a MINI camping holiday. The equipment range of the roof tent includes a foldable aluminium ladder to climb up onto the top floor of the MINI Cooper S Countryman ALL4. Inside, the space measuring 2.10 meters in length and 1.30 metres in width provides a comfortable sleeping area for two on a high-density mattress with cotton cover. The LED interior light, doors and windows with zips and mosquito nets, storage nets and pockets clinch this top location overlooking Lake Iseo. And so camping becomes an individual holiday in typical MINI style.



Press Release

Date October 2020
Topic Top location with lake view: explore Northern Italy in
the MINI Cooper S Countryman ALL4 with roof tent.
Page 6

Fuel consumption, CO₂ emission figures and power consumption were measured using the methods required according to Regulation VO (EC) 2007/715 as amended. The figures are calculated using a vehicle fitted with basic equipment in Germany, the ranges stated take into account differences in selected wheel and tyre sizes as well as the optional equipment. They may change during configuration.

The figures have already been calculated based on the new WLTP test cycle and adapted to NEDC for comparison purposes. In these vehicles, different figures than those published here may apply for the assessment of taxes and other vehicle-related duties which are (also) based on CO₂ emissions.

For further details of the official fuel consumption figures and official specific CO₂ emissions of new cars, please refer to the "Manual on the fuel consumption, CO₂ emissions and power consumption of new cars", available at sales outlets, from Deutsche Automobil Treuhand GmbH (DAT), Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen and at <https://www.dat.de/co2/>.

In case of queries, please contact:

Corporate Communications

Matthias Bode, Press Officer Product Communication MINI
Telephone: +49-89-382-61742
E-mail: matthias.bode@mini.com

Andreas Lampka, Head of Communication MINI
Telephone: +49 89-382-23662
E-Mail: andreas.lampka@mini.com

Jennifer Treiber-Ruckenbrod, Head of Communication MINI and BMW Motorrad
Telephone: +49-89-382-35108
E-Mail: jennifer.ruckenbrod@bmwgroup.com

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. The BMW Group production network comprises 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

In 2019, the BMW Group sold over 2.5 million passenger vehicles and more than 175,000 motorcycles worldwide. The profit before tax in the financial year 2019 was € 7.118 billion on revenues amounting to € 104.210 billion. As of 31 December 2019, the BMW Group had a workforce of 126,016 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.

www.bmwgroup.com
Facebook: <http://www.facebook.com/BMWGroup>
Twitter: <http://twitter.com/BMWGroup>
YouTube: <http://www.youtube.com/BMWGroupView>
Instagram: <https://www.instagram.com/bmwgroup>
LinkedIn: <https://www.linkedin.com/company/bmw-group/>