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The new MINI family. At a glance.



- MINI is giving its model family fresh impetus to continue its history of success in the small car segment with eye-catching design modifications, additional engine variants, an all-new selection of diesel engines and innovative new equipment features. The changes introduced for the MINI, MINI Clubman and MINI Convertible underpin both the unique premium character of the brand and the leading position in the marketplace of each individual model in terms of driving fun and efficiency. The range of typically MINI customisation options available for the cars – which are each built precisely according to customer specifications – is more appealing and extensive than ever.
- The global market launch on 18 September 2010 will see a brace of all-new diesel engines joining the portfolio alongside the extensively upgraded petrol engines already available for the MINI, MINI Clubman and MINI Convertible. The four-cylinder diesel units stand out with their greater pulling power, efficiency and smoothness – qualities developed on the back of the BMW Group's outstanding expertise in the field of engine development. Added to which, far-reaching MINIMALISM technology helps to reduce fuel consumption and emissions. The new MINI One D (66 kW/90 hp) and new MINI Cooper D (82 kW/112 hp) set a new benchmark in efficiency with average fuel consumption of 3.8 litres per 100 kilometres (74.3 mpg imp) in the EU5 test cycle and CO₂ emissions of 99 g/km. The variety within the model range is broadened further by the new MINI One D Clubman and the new MINI Cooper D Convertible, the first ever open-top MINI with a diesel engine.
- The modified design of the MINI, MINI Clubman and MINI Convertible accurately showcases the increased sporting potential of the three models through a number of details. At the same time, a selection of clever touches, together with new wheel variants, paint finishes and optional extras, accentuate both the elegance and premium character of the MINI family. The new geometry of the front bumper on each model allows them to meet increasingly stringent pedestrian protection requirements even more effectively. All models come with LEDs for the rear lights and brake lights, as well as the dynamic brake light function.

- Inside the cars, the newly designed controls for the audio and air conditioning systems ensure optimised functionality and ergonomics. The cutting-edge exclusivity of the interior is further underlined by extremely harmonious colours and high-quality materials. The model-specific selection of seat upholstery, trim elements and Colour Lines has also been extensively updated.
- An array of new exterior paint finishes and wheel designs is available for the MINI, MINI Clubman and MINI Convertible to complement their refreshed styling. Chili Red is now available – exclusively for the MINI John Cooper Works and MINI John Cooper Works Clubman – as a contrast colour for the roof and exterior mirror caps. Meanwhile, three “design worlds” – Rally, Classic and Scene – have been introduced to underpin configurations tailored to the customer’s personal style. Each comprises a carefully coordinated combination of body paint finish, roof colour, wheel design, upholstery, trim elements, Colour Line and other visual features. The design worlds represent a recommendation from the MINI design team and lend the car an extremely coherent character. Additional – and almost limitless – customisation can be achieved by varying the individual components of each design world and by adding further equipment items and accessories to the mix.
- All models come with innovative equipment features aimed at enhancing comfort, safety and the trademark MINI personality. For example, the optional xenon headlights can be ordered with black headlight reflectors or the Adaptive Headlights function, while an automatic dimming function is available for both the rear-view and exterior mirrors, and the optional ambient lighting uses a trio of LEDs to provide a broad spectrum of colour. The MINI Clubman is now fitted with a new retractable roller-type luggage compartment cover.
- The new audio and navigation systems and the integration devices for external music players and mobile phones both offer top-class entertainment and communications capability. All the radio systems come with an MP3-compatible CD player and an AUX IN connection, while the MINI Visual Boost radio and MINI navigation system team up with a high-resolution colour display in the Centre Speedo and a Bluetooth hands-free system complete with USB audio interface. This allows video files stored on a compatible Apple iPod to be viewed on the on-board monitor. If the customer has ordered their car with the Bluetooth mobile phone preparation including USB interface, both systems can be hooked up with

compatible mobile devices to allow functions such as audio streaming via Bluetooth, album cover artwork display and innovative office functions.

The new MINI family. MINI, MINI Clubman, MINI Convertible.



Striking design modifications, an updated range of engines and a selection of additional innovative equipment items give the MINI family new impetus as it sets about writing a dynamic new chapter in its history of success. The MINI, MINI Clubman and MINI Convertible all enjoy the benefits of a host of new features which emphasise even more powerfully their characteristic personality, high level of quality, unmistakable driving fun and exceptional efficiency. The global launch of the new MINI family on 18 September 2010 is thus set to further enhance the appeal of this unparalleled range of premium models in the small car segment. All-new diesel engines ensure increased pulling power combined with even better economy. Indeed, both the new MINI Cooper D and new MINI One D achieve average fuel consumption in the EU5 test cycle of 3.8 litres per 100 km (74.3 mpg imp) and CO₂ emissions of 99 g per km.

The new four-cylinder diesel engines join the extensively upgraded petrol engines already in the range. The MINI family engines cover a spread of outputs from 55 kW/75 hp in the MINI One to 135 kW/184 hp in the MINI Cooper S. Two additional variants add even greater variety to the model line-up. The launch of the new MINI family brings with it the premieres of the new MINI One D Clubman and new MINI Cooper D Convertible.

The detail-based design modifications introduced for the MINI, MINI Clubman and MINI Convertible shine the spotlight on both the enhanced sporting capability of the models and their even more defined premium character. For example, the air intake in the front bumper gains visual emphasis (on the MINI Cooper S, in particular, but also on the other models), while eye-catching brake air ducts add an extra stylistic flourish to the MINI Cooper S. Elsewhere, features such as the newly designed LED rear lights and strikingly bordered side indicators represent the embodiment of cutting-edge elegance.

High-quality materials and an extremely harmonious colour scheme mark out the contemporary and exclusive character of the interior of all the MINI models. The newly designed controls for the audio and air conditioning systems ensure optimised functionality and ergonomics. And new avenues are opened up for owners to customise their car to suit their personal style. The selection of seat upholstery variants, trim elements and Colour Lines

have all been updated and extended, and the range of exterior paint finishes and wheel designs also offers fresh new touches. The “design worlds” Rally, Classic and Scene serve as guides when it comes to combining these features to harmonious effect. Although the design worlds are put together on the basis of recommendations from the MINI design team, there remains considerable room for variation and additions according to customer preference.

The innovative character of the MINI family is expressed in the extended range of available equipment items. Adaptive Headlights can now be specified for the MINI, MINI Clubman and MINI Convertible in conjunction with the optional xenon headlights. In addition to this, automatically dimming exterior mirrors and new ambient lighting covering an extremely broad spectrum of colour are also available. Meanwhile, the package of entertainment and communications equipment – including the innovative MINI Connected functions – breaks new ground. MINI Connected comprises globally unique technology governing the integration of the Apple iPhone into the car’s system architecture and allowing its telephone, music player and online functions to be operated using a joystick, steering wheel buttons and the on-board monitor. An application available from the Apple App Store enables users to receive Facebook and Twitter posts inside the car, display them on the on-board monitor and have them read out via the optional MINI Connected voice output function. The application also comes with the web radio function, reception capability for RSS news feeds, the usage package for Google local search and Google Send to Car services and the Dynamic Music function.

New diesel engines: increased pulling power, CO₂ emissions cut to 99 g/km.

A new generation of turbo-diesel engines enables the members of the MINI family to build further on their already outstanding position as far as efficiency is concerned. The 1.6-litre four-cylinder units embody the superlative level of development expertise within the BMW Group. Their combustion chambers have the same optimum ratio between bore and stroke as the 2.0-litre engines fitted in BMW cars, with a specially designed engine housing and likewise made-to-measure cylinder head making the transversely mounted units the perfect fit for the MINI models. The engines boast common-rail direct injection and a turbocharger with variable turbine geometry, which provides precisely-judged power development throughout the rev range. The new units benefit from a programme of substantial optimisation over the engines they replace – improving both responsiveness and efficiency. Their

aluminium construction makes them extremely lightweight, and they also break new ground in the small car segment in terms of engine acoustics.

Both the MINI Cooper D and MINI One D are fitted with a diesel particulate filter and oxidation catalytic converter. These are accommodated within the same housing, are maintenance-free, go about their business so unobtrusively that the driver would not know they were there, and do not require any additional assistance to do their jobs. Like all MINI models, the new turbo-diesel variants also meet the EU5 emissions standard.

The potential of the new turbo-diesel concept in the MINI Cooper D is particularly impressive. Maximum output of 82 kW/112 hp at 4,000 rpm and peak torque of 270 Nm (199 lb-ft) between 1,750 and 2,250 rpm are a recipe for instantaneous responses and impressive power development. The dash from 0 to 100 km/h (62 mph) takes a mere 9.7 seconds on the way to a top speed of 197 km/h (122 mph). The new MINI Cooper D boasts average fuel consumption in the EU5 test cycle of 3.8 litres per 100 km (74.3 mpg imp) and achieves a new best CO₂ emissions mark of 99 g per km.

MINI Clubman and MINI Convertible also set new benchmarks in efficiency.

The more powerful of the two turbo-diesel engines in the new MINI Cooper D Clubman generates acceleration of 0 to 100 km/h (62 mph) in 10.2 seconds and a top speed of 197 km/h (122 mph). The average fuel consumption of this model in the EU test cycle has been reduced to 3.9 litres per 100 km (72.4 mpg imp), combined with CO₂ emissions of 103 g per km.

The launch of the new MINI family also sees the debut of diesel technology in the brand's open-top variant. The MINI Cooper D Convertible blends the outstanding efficiency of the new turbo-diesel with a still unmatched level of top-down driving pleasure in the small car segment. The MINI Cooper D Convertible accelerates from a standstill to 100 km/h (62 mph) in 10.3 seconds and is capable of a 194 km/h (121 mph) top speed. The sporting credentials of the new model variant are complemented by average fuel consumption of 4.0 litres per 100 km (70.6 mpg imp) in the EU test cycle and CO₂ emissions of 104 g per km.

MINI One D: a new engine and now two model variants.

Impressive torque available low down the rev range and exceptionally high fuel economy are also defining characteristics of the entry-level diesel model in the MINI family. The turbo-diesel unit powering the MINI One D develops 66 kW/90 hp at 4,000 rpm and places maximum torque of 215 Nm (159 lb-ft)

on tap from between just 1,750 and 2,500 rpm. The MINI One D completes the sprint from 0 to 100 km/h (62 mph) in 11.4 seconds on the way to a top speed of 184 km/h (114 mph). This model brings together improved performance figures over its predecessor with likewise optimised efficiency. Its average fuel consumption in the EU test cycle also comes in at just 3.8 litres per 100 km (74.3 mpg imp), and CO₂ emissions are pinned to the new low of 99 g per km.

The new entry-level diesel engine is also available for the MINI Clubman. This model variant accelerates from 0 to 100 km/h (62 mph) in 11.8 seconds and reaches a top speed of 182 km/h (mph). The average fuel consumption of the MINI One D Clubman in the EU test cycle is 3.9 litres per 100 km (72.4 mpg imp), with CO₂ emissions recorded at 103 g per km.

Building on the impressive efficiency of the new diesel engines, standard-fitted MINIMALISM technology also makes its contribution to further reducing fuel consumption and emissions. MINIMALISM technology is grouped into model-specific combinations, and includes systems such as Brake Energy Regeneration, the Auto Start/Stop function, Shift Point Display, electromechanical power steering (EPS) and the need-based operation of ancillary components. A standard six-speed manual gearbox channels the engine power to the wheels. Both models come with a new, self-adjusting clutch. Automatic readjustment ensures that the pedal feel you expect from a MINI is there to be enjoyed over the car's full service life. Plus, the synchronisation of the gears is further optimised by a carbon coating for the clutch linings.

Sporting capability, efficiency and variety: the range of petrol engines for the new MINI family.

Cutting-edge drive system technology boasting exceptional variety headlines the range of petrol engines for the new MINI family. The 1.6-litre four-cylinder units also boast a host of technical features whose development is rooted in the outstanding wealth of engine expertise within the BMW Group. The output spread of the new generation of engines – introduced in spring 2010 – ranges from 55 kW/75 hp or 72 kW/98 hp in the MINI One to the 90 kW/122 hp of the MINI Cooper and the 135 kW/184 hp under the bonnet of the MINI Cooper S.

All the petrol engines are equipped with fully variable valve management, which is based on the VALVETRONIC system used in BMW engines. This technology optimises the engine's responses and at the same time significantly reduces fuel consumption and emissions levels. In the MINI

Cooper S, MINI Cooper S Clubman and MINI Cooper S Convertible it joins forces with petrol direct injection and a twin-scroll turbocharger, making the engine the most efficient in its displacement class. In the MINI Cooper S it delivers acceleration of 0 to 100 km/h (62 mph) in 7.0 seconds yet gives average fuel consumption in the EU test cycle of just 5.8 litres per 100 km (48.7 mpg imp) and limits CO₂ emissions to 136 g per km.

The MINI One MINIMALIST, available in two variants, has the lowest fuel consumption and emissions of all the petrol-engine models. It can be ordered with output of either 55 kW/75 hp or 72 kW/98 hp, both options claiming average fuel consumption of 5.1 litres per 100 km (55.4 mpg imp) and CO₂ emissions of 119 g per km.

Alongside the MINIMALISM technology, with features such as Brake Energy Regeneration, electromechanical power steering, the Auto Start/Stop function and Shift Point Display, all the models in the new MINI family now also boast thermal encapsulation of the entire drivetrain. This addition optimises heat storage between one journey and the next in order to minimise the friction losses in the drive unit which occur as the engine temperature falls. Moreover, fuel consumption from cold starts is reduced by a significant shortening of the warm-up period. The thermal encapsulation measures comprise insulation elements around the bonnet, firewall and side sections, and an all-round rubber seal. They also promote aerodynamic optimisation, which in turn also helps to enhance efficiency. The improved use of heat has benefits for passenger comfort as well; in colder outside temperatures the stored heat can be used effectively to quickly warm up the interior of the car.

Modified design: a clear nod to sports performance and elegance.

The precision-modified design of the MINI, MINI Clubman and MINI Convertible accurately showcases the three models' enhanced sporting potential. A new geometry for the front bumper allows them to meet increasingly stringent pedestrian protection requirements even more effectively, and larger deformation zones serve to reduce the risk of injury in a collision with a pedestrian or cyclist. The new details merge in subtly with the overall appearance of the new models. The designers went to great lengths with the three-dimensional sculpting of the newly designed body elements to ensure that the customary MINI proportions, including its short overhangs, were kept intact.

The modifications in the lower section of the front apron are considerably more prominent. Here, the borders of the positioning light units and foglamps now have more pronounced three-dimensional contours. The lower air intake

on all the model variants is also given greater visual emphasis. On the MINI One and MINI Cooper, a black cross-piece accentuates the width of the car, while outer air intakes (optionally with chrome frames) on the MINI Cooper S guide cool air to the brake discs and add an extra edge to the sporting appearance of this model variant.

The hallmark MINI circular headlights have newly-designed light sources with modified styling. Black headlight reflectors, which were first featured in the MINI 50 Camden anniversary model, are available as an option for all models, with the exception of the MINI John Cooper Works.

Looking at the car from the side, the new design of the familiar MINI side indicator surrounds between the front side panel and the door provides an extra, finely-judged touch of elegance. The glass cover of the indicators now has a striking structure formed from concentric circles. On the MINI One and MINI Cooper, the combination of shiny and matt black surfaces gives the surround an extremely high-quality appearance.

LEDs optimise both the signalling effect and contemporary appearance of the rear and brake lights on all members of the new MINI family. Standard-fitted dynamic brake lights flash to warn vehicles following behind if the MINI is braking particularly hard and prompts them to follow suit. This advanced light technology also lends the MINI models a very distinctive look during the hours of darkness. Other new features include the reversing light and rear foglamps, now located in the lower section of the rear bumper. On the MINI One and MINI Cooper these are housed in a centrally positioned and harmoniously styled red strip of lights. An additional light-breaking edge in the bumper emphasises the horizontal arrangement – and thus the broadness – of the rear of both models. In the rear bumper of the MINI Cooper S is an outlet opening whose width and contours take their lead from the design of the front air intake. The reversing light and rear foglamps are integrated into the outer areas of the rear of the car, reflecting the positioning of the brake air ducts at the front.

The powerful lines of the rear end of the MINI One Clubman and MINI Cooper Clubman are emphasised by the broader impact elements on either side of the licence plate recess. The rear bumper of the MINI Cooper S Clubman has a wide opening between the two exhaust tailpipes which replicates the form of an air outlet and is bordered by chrome edging. The extremely slim, vertically stacked rear lights of the MINI Clubman are now – similarly to the MINI and MINI Convertible – framed by an inner chrome strip.

Attractive new additions to the range of exterior paint finishes and standard and optional wheel variants offer customers additional scope for personalising their new car. The new metallic paint finishes British Racing Green, Spice Orange and – for the MINI Cooper S – Eclipse Grey can be specified from launch. Ice Blue will be available at a later stage.

Extreme sports performance, exclusive design:

MINI John Cooper Works.

Chili Red can now be specified exclusively for the MINI John Cooper Works and MINI John Cooper Works Clubman as a contrast colour for the roof and exterior mirror caps, and can be combined with the Pepper White, Pure Silver, Midnight Black, British Racing Green and Eclipse Grey paint finishes for the body. And to complement the effect, the standard-fitted 17-inch light-alloy wheels in Cross Spoke Challenge design can also be specified in black as a no-cost option.

The interior of the extreme sports model, which is powered by a 155 kW/211 hp four-cylinder engine, is kitted out with black sports seats featuring contrasting red stitching and trim elements in Chili Red. The steering wheel rim, the gearshift lever and handbrake lever gaiters also have contrasting red stitching. Another exclusive option available for the MINI John Cooper Works, MINI John Cooper Works Clubman and MINI John Cooper Works Convertible are Lounge Leather seats with red piping. The instruments of these three model variants are fitted as standard with anthracite-coloured dials.

Design worlds help to achieve detailed customisation.

The range of seat upholstery, interior colours, trim elements and Colour Lines for all other models of the new MINI family has also been extensively revised. Among the newly introduced options are the Cross Check cloth/leather combination, the interior colour Polar Beige, trim elements in Striped Alloy, Black Checkered and Pepper White, and the Satellite Grey and Toffey Colour Lines.

The selection of available colours and materials is set out on a model-specific basis. What's more, the Rally, Classic and Scene "design worlds" have been introduced for the first time as a basis for creating a configuration of the MINI, MINI Clubman and MINI Convertible which fits the owner's personal style. Each of these design worlds comprises a carefully coordinated combination of body paint finish, roof colour, wheel design, interior colour, upholstery, trim elements, Colour Line and other visual details. They represent a recommendation by the MINI design team and lend each car an extremely

coherent character. In customary MINI style, additional – and almost limitless – customisation can be achieved by varying the individual components of each design world and adding further items from the extensive range of equipment and accessories.

All the models in the new MINI family come as standard with a wealth of interior features which underline their high level of quality even more strikingly than before, as well as ensuring optimised functionality. The distinctive design of the cockpit, all the controls and the door and side trim exudes cutting-edge exclusivity, a virtue now accentuated further by an extremely harmonious colour scheme and high-quality materials. All of the buttons and switches (and their surrounds) on the centre console below the Centre Speedo are now black, as are the controls and framing of the audio system display. The air conditioning controls are bordered by a chrome ring, and another chrome highlight can be found in the steering wheel. The keypads of the optional multifunction steering wheel are also in black.

MINI premiere: Adaptive Headlights.

All models can be ordered with a selection of innovative equipment features to enhance comfort, safety and the familiar MINI personality. Adaptive Headlights are available for the first time for a MINI in conjunction with the optional xenon lights. This technology allows the headlights to follow the line of upcoming corners to ensure illumination of the road surface. The steering angle, yaw rate and speed of the car are all taken into account in determining the beam angle of the headlights. In addition, customers can now specify an automatic dimming function not only for the rear-view mirror but for the exterior mirrors as well.

The optional ambient lighting uses three LEDs to provide an extremely broad spectrum of colour covering a total of 756 shades. This allows the lighting in the interior to be adjusted even more widely. The MINI Clubman is fitted with a new retractable roller-type luggage compartment cover. Added to which, the belt guide for the right-side front seat has been optimised to make it easier for rear passengers to get in and out through the rear-hinged Clubdoor.

First-class entertainment and communications.

The new audio and navigation systems and optional integration platforms for external music players and mobile phones all offer top-class entertainment and communications capability. All the radio systems include an MP3-compatible CD player and AUX IN connection to hook up external music players with the on-board audio system. Even the standard-fitted MINI CD radio comes with six loudspeakers. The optional MINI Boost CD radio boasts newly designed

controls, and the radio's volume control and station selector are now positioned at the same level.

The MINI Visual Boost radio and MINI navigation system come with a 6.5-inch high-resolution display in the Centre Speedo and a Bluetooth hands-free facility with USB audio interface. The maps for the MINI navigation systems are stored on an on-board Flash memory device and can be updated via a USB interface. The map display can be viewed in a day and night mode. Also, when the car is stationary, video files stored on a compatible Apple iPod can be viewed on the on-board monitor.

In conjunction with the Bluetooth mobile phone preparation with USB audio interface, which also includes a snap-in adapter in the centre console with charging function and a roof aerial, both the MINI Visual Boost radio and MINI navigation system allow the use of add-on functions supported by a connected mobile device. These include audio streaming via Bluetooth, album cover artwork display on the on-board monitor and innovative office functions. For example, caller lists stored on a mobile phone and business cards from contacts can be viewed on the on-board monitor. In addition, the optional voice output function allows calendar entries recorded in a smartphone to be read out.