



# MINI at the North American International Auto Show 2011. Contents.

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# 1. MINI at the North American International Auto Show 2011. (Short version)

MINI arrives at the North American International Auto Show (NAIAS) in Detroit fuelled by innovative and sustainable ideas and an across-the-board focus on driving fun and individuality. Exactly 10 years ago, visitors to the NAIAS witnessed the relaunch of the MINI brand in North America, which signalled the beginning of an unparalleled success story. And now the brand is preparing to celebrate this landmark anniversary at the 2011 show with the world premiere of the MINI Paceman Concept. This spectacular study vehicle takes centre stage alongside the current model line-up and establishes a totally new category of car with its potential for providing even more driving fun and an even greater range of usage. The MINI Paceman Concept provides a fresh and distinctive interpretation of the hallmark style and innovative character of MINI.

As for cars already in series production, the MINI brand is represented at the 2011 NAIAS by the most attractive and diverse range of models in its history. Eye-catching design modifications, additional engine variants, a comprehensively updated selection of diesel engines and innovative new equipment items sharpen the appeal of the new MINI family in terms of design, driving fun, efficiency and individuality. With its MINI, MINI Clubman, MINI Convertible and MINI Countryman models, the world's only maker of independently developed premium small cars will continue to boast both the most extensive and the highest-quality range in the segment.

## **MINI Paceman Concept: an urban and masculine Sports Activity Coupe.**

The masculine design language of the MINI Paceman Concept spotlights both the stand-alone identity of the concept and its membership of the MINI family. The four-seater study, whose two large doors and wide-opening tailgate mark it out unmistakably as a MINI, imbues the sporty, cutting-edge Sports Activity Coupe (SAC) category with undeniable appeal. The platform of the MINI Countryman, with its hallmark MINI proportions, increased ground clearance and raised seating position, defines the study's compact dimensions.

The MINI Paceman Concept takes the fundamental strengths of MINI – its uniqueness, go-kart handling, agility, dynamic capability and individual design – and gives them a fresh twist with the help of cutting-edge technology and an innovative body concept. It combines a sporty, masculine appearance, versatility and coupe looks with the dimensions of the four-door MINI Countryman. And it brings together the classical MINI concept, the defining features of the MINI Countryman and the style of a coupe to harmonious effect. The result is a MINI “muscle car”, which displays its dynamic capability from every angle and showcases it impressively both when viewed from the side and in the design of the rear.

The MINI Paceman Concept, whose crossover design makes it the first Sports Activity Coupe (SAC) in the small car segment, blends lifestyle elements with premium quality. It is the ideal car for young, modern, extrovert urbanites who love the hallmark MINI go-kart feeling, enjoy stand-out individuality, place great importance on the personality of a brand and buy into its character and ethos.

The MINI Paceman Concept prioritises a particularly emotional driving experience and demonstrates this ability in a style typical of the brand. Here you can find clear evidence of how totally new vehicle concepts can still be developed today through unconventional creativity.

### **MINI Countryman: fun has no limits.**

The MINI Countryman takes the hallmark driving fun of the brand into a new dimension. This is the first MINI to come with four doors and a large tailgate as well as a versatile interior offering space for up to five people. The MINI Countryman is the first member of the MINI family with a body measuring more than four metres (157") in length and which can be ordered as an option with all-wheel drive. With these features, in addition to the Countryman's raised seating position and optimised ride comfort, the world's only premium vehicle of its kind crosses the boundaries of urban mobility to take the trademark MINI feeling into new dimensions and win over additional target groups. Optional MINI ALL4 all-wheel drive allows the driving fun you expect from the brand to be experienced off the beaten track as well. The ALL4 system is available for the MINI Cooper S Countryman and MINI Cooper D Countryman. The selection of petrol variants ranges from the MINI One Countryman developing 72 kW/98 hp and MINI Cooper Countryman (90 kW/122 hp) to the

135 kW/184 hp MINI Cooper S Countryman, whose 1.6-litre four-cylinder engine is the most efficient unit in its displacement class. The petrol models are joined in the line-up by the diesel-powered MINI One D Countryman (66 kW/90 hp) and MINI Cooper D Countryman (82 kW/112 hp). All variants of the MINI Countryman meet the EU5 exhaust gas standard in Europe and the ULEV II standard in the USA.

**The new MINI family: striking design, minimal emissions.**

Carefully targeted design modifications, even more efficient engines and additional innovative equipment features increase both the variety and the appeal of the MINI model range. For instance, the sporting character of the MINI, MINI Clubman and MINI Convertible is now highlighted even more sharply. And under the bonnet, the new-generation petrol engines already in place are now joined by newly developed diesel units to deliver another boost to efficiency. Based on the BMW Group's drive system expertise, the four-cylinder engines offer a further optimised blend of driving fun and fuel economy. The MINI Cooper D and MINI One D, in particular, have raised their game, posting CO<sub>2</sub> emissions of 99 grams per km combined with fuel consumption of 3.8 litres per 100 km (74.3 mpg imp) in the EU test cycle.

The new MINI Cooper D Convertible sees the inimitable driving fun of an open-top MINI now combined with the pulling power and efficiency of a diesel engine. The newly developed four-cylinder diesel unit produces 82 kW/112 hp and accelerates the MINI Cooper D Convertible from 0 to 100 km/h (62 mph) in 10.3 seconds. The new model variant records average fuel consumption in the EU test cycle of 4.0 litres per 100 km (70.6 mpg imp) to go with CO<sub>2</sub> emissions of 105 g/km. The other newcomer to the range is the MINI One D Clubman. The new entry-level diesel engine now also gives the Clubman unsurpassed levels of fuel economy. The new MINI One D Clubman sprints from 0 to 100 km/h (62 mph) in 11.8 seconds, burns an average of 3.9 litres of fuel per 100 km (equating to 72.4 mpg imp) in the EU test cycle and emits 103 g/km of CO<sub>2</sub>.

**MINI Connected: linking up for more driving fun.**

Among the other innovations presented at the North American International Auto Show is an all-new and globally unique form of in-car entertainment. MINI Connected heightens the enjoyment of driving by intelligently linking the

driver, the MINI and the outside world. MINI is the world's first car manufacturer to offer – with MINI Connected – a newly developed USB interface with exceptional functionality designed to maximise the integration of the Apple iPhone into the car's audio and infotainment system. An application available for MINI Connected comprises a web radio function, the use of Google local search and Google Send to Car services, and reception of RSS news feeds. Moreover, it also enables Facebook and Twitter posts to be displayed on the on-board monitor and allows the user to send standardised text messages.

The additional functions integrated into the MINI are activated and operated via the on-board control system. To use the full range of MINI Connected functions, customers need to specify their cars with either the MINI Visual Boost audio system or the MINI navigation system. Both options use a high-resolution colour display in the Centre Speedo and the MINI joystick positioned on the centre console to ensure comfortable, easy and intuitive operation.



## 2. At a glance.

### **World premiere: the MINI Paceman Concept.**

The MINI Paceman Concept provides further evidence of the MINI design team's exceptional expertise in the development of totally new types of vehicle. It brings together the classical MINI concept, the defining features of the MINI Countryman and the style of a coupe to harmonious effect. The innovative study, whose crossover design makes it the first Sports Activity Coupe (SAC) in the small car segment, blends lifestyle elements with premium quality. The four-seater study (with two large doors) takes the fundamental strengths of MINI – its uniqueness, go-kart handling, agility and dynamic capability – and gives them a sporty, masculine flavour with the help of cutting-edge technology and an innovative body concept.

### **The new MINI Countryman.**

The brand's first model to feature four doors and a wide-opening tailgate, the MINI Countryman offers more space – which can be used in a wide variety of ways – to go with its raised seating position and optimised ride comfort. The MINI Countryman is the first member of the MINI family with a body measuring more than four metres (157") in length and which can be ordered as an option with MINI ALL4 all-wheel drive. However, the Countryman retains both the unmistakable agility for which the brand is renowned and its sporting driving characteristics. MINI ALL4 allows the driving fun you expect from a MINI to be experienced off the beaten track as well. The MINI Countryman expresses the defining virtues of the brand in terms of design, premium quality, handling, efficiency and the scope for customisation – and does so in an absorbingly individual way.

### **The new MINI family.**

Modified design details, new diesel engines and additional innovative equipment features imbue the MINI family model range with even more driving fun, greater variety and unrivalled appeal. The MINI, MINI Clubman and MINI Convertible cut an extremely sporty figure and raise efficiency another notch. The new MINI Cooper D and new MINI One D post particularly impressive new figures, each recording CO<sub>2</sub> emissions of just 99 g/km.

Meanwhile, the MINI Cooper D Convertible and MINI One D Clubman add two new variants to the model range.

**Innovation: MINI Connected.**

MINI Connected creates new ways of linking up the MINI, its driver and the outside world by using innovative new technology to integrate the Apple iPhone into the car. The application available for this globally unique form of infotainment comprises a web radio function, the use of Google local search and Google Send to Car services, and reception of RSS news feeds. Moreover, it also enables Facebook and Twitter posts to be displayed on the on-board monitor and allows the user to send standardised text messages.



### **3. MINI at the North American International Auto Show 2011. (Long version)**

#### **3.1 The Sports Activity Coupe: MINI Paceman Concept.**

With its unique tradition and its track record as a pioneer of style, the MINI brand has proved to be a breeding ground for innovative vehicle concepts. 51 years ago the classic Mini took its own distinctive route to meeting the, at the time, still unfamiliar challenges of city traffic. With its revolutionary drive system concept and use of space, it established principles of design which live on in the small and compact car segments to this day. The vision of personal mobility based around the optimum use of space on the smallest possible footprint has held sway at the MINI brand for more than 50 years. And now, in keeping with this ideal, the MINI Paceman Concept offers the ideal basis for providing even more driving fun and an even greater range of usage in a totally new type of car. It might just become another building block in the ongoing development of the brand and its product portfolio.

The MINI Paceman Concept takes the fundamental strengths of MINI – its uniqueness, go-kart handling, agility, dynamic capability and individual design – and gives them a fresh twist with the help of cutting-edge technology and an innovative body concept. It combines a sporty, masculine appearance, versatility and coupe looks with the dimensions of the four-door MINI Countryman. And it brings together the classical MINI concept, the defining features of the MINI Countryman and the style of a coupe to harmonious effect. The result is a MINI “muscle car”, which displays its dynamic capability from every angle and showcases it impressively both when viewed from the side and in the design of the rear. The MINI Paceman Concept, whose crossover design makes it the first Sports Activity Coupe (SAC) in the small car segment, blends lifestyle elements with premium quality. It is the ideal car for young, modern, extrovert urbanites who love the hallmark MINI go-kart feeling, enjoy stand-out individuality, place great importance on the personality of a brand and buy into its character and ethos. They are confident types, who live according to their own style and express their distinctive individuality in a MINI, who use the big-city mobility the MINI provides to embark on voyages of discovery through the urban jungle, and who



experience driving fun in its most concentrated form thanks to the excellent ride comfort of the MINI both in everyday driving and over long journeys.

The masculine design language of the MINI Paceman Concept spotlights both the stand-alone identity of the concept and its membership of the MINI family. The four-seater study, whose two large doors and wide-opening tailgate mark it out unmistakably as a MINI, imbues the sporty, cutting-edge Sports Activity Coupe (SAC) category with undeniable appeal. The platform of the MINI Countryman, with its hallmark MINI proportions, increased ground clearance and raised seating position, defines the study's compact dimensions.

### **Exterior: an urban and masculine Sports Activity Coupe.**

The MINI Paceman Concept retains the familiar MINI family front end, but adds its own distinctive flavour. The large headlights with chrome surrounds extend far into the front wings and, together with the strikingly contoured bonnet, emphasise the imposing front end. The MINI Paceman Concept largely replicates the front grille design of the MINI Cooper S Countryman. However, additional intakes in the lower section ensure improved brake ventilation and combine with the study's deep-set foglamps to sharpen its sporting edge. The MINI Paceman Concept's fresh interpretation of the side scuttle at the transition from front wing to door houses both the side direction indicator and an air outlet. The side scuttle has a broad, sturdy-looking design and leads the eye from the A-pillar down towards the front wheel, making it an unmistakable, sporty, wheel-accentuating feature.

Large 19-inch wheels designed exclusively for the study car and dark wheel arch borders with side skirts highlighted in the same colour team up with the familiar MINI shoulder line rising up slightly towards the rear to underline the car's sporty and powerful appearance. The MINI Paceman Concept shows off its roof contours particularly effectively. The level, horizontal roofline flows into a wide, transparent-looking C-pillar at the rear. The windows appear to wrap around the car like a band of glass, with the "helmet roof" – in a strikingly contrasting colour – suspended on top. The coupe-specific windows taper as they extend to the rear, and combine with the slightly rising waistline to create a prominently dynamic wedge shape when viewed from the side. The classic MINI three-level split of roof, greenhouse and body is again clearly recognisable in this study vehicle.

"In contrast to the more vertical design of the MINI Countryman, we've given the MINI Paceman Concept a horizontal emphasis and accentuated the width of the car rather more," explains Marcus Syring, Head of MINI Exterior Design, to underline the powerful appearance of the study. The new interpretation of the traditional coupe values (the word "coupe" comes from the French "couper" meaning "to cut off") produces a new homogeneous coupe tail which retains the unique MINI charm. Powerful proportions and the muscular design of the vehicle flanks, with their broad rear wings, reinforce its unconventional, athletic impression.

The newly interpreted rear lights are positioned at the outer edges of the rear and underline the dominance of horizontal lines, which run parallel to one another and emphasise the wide track of the rear axle. As with the MINI Cooper S Countryman, the rear apron of the MINI Paceman Concept has a diffuser design. The airflow is channelled between the twin-tailpipe exhaust on the underbody section, further optimising the car's aerodynamic properties. Even the licence plate recess echoes the form of the air intake in the front bumper, forging a stylistic link between the front and rear of the car.

The four-seater car measures 4,110 millimetres (162") in length, 1,789 millimetres (70.4") in width and 1,541 millimetres (60.6 in.) in height. In telltale family style, the MINI Paceman Concept has extremely short overhangs, which lend particular emphasis to the car's athletic stature.

### **Interior: a blend of modern functionality and luxurious character.**

The interior of the MINI Paceman Concept deliberately draws from the MINI design language, yet also comes across as refreshingly new. Behind the study's masculine exterior lies an elegant yet sporty core imbued with a premium sense of quality. The instrument panel of the MINI study is defined by its distinctive, concave forms and the sporty but functional impression it creates. Particularly large side air vents underline the character of the interior, which is defined by cutting-edge functionality. The central air vents, Centre Speedo and gearshift lever are given broad surrounds in a contrasting colour.

The slim centre console, which maximises legroom for the driver and front passenger, melts between the seats into the Centre Rail familiar from the MINI Countryman, creating a visual and functional link between the front and

rear seats. This unique and innovative U-profile rail system runs through the middle of the passenger compartment back as far as the rear seat backrests. Light shades of leather pervade the interior of the MINI Paceman Concept and lend it an expressive, luxurious allure. The new interpretation of the brand's familiar elliptical door and side trim extends along the length of the cabin, taking in the B-pillar and emphasising the length of the interior. At the same time, the communicative and communal character of MINI cars is clearly highlighted. Embedded in the elliptical main element are the shaped armrests with large stowage compartments, ergonomically designed door pulls and the speakers for the sound system. Behind the sports seats are two comfortable individual seats, whose backrests merge boldly into side sections to create fully contoured supports. The "lounge" character that this creates underlines the individual, unconventional appearance of the study car and turns every journey into an experience for the rear passengers, as well as those in the front.

**Drive system: powerful and efficient.**

Both from a space point of view and in its chassis set-up, the MINI Paceman Concept has been designed to allow the most powerful drive unit currently available for a MINI to be fitted under the bonnet. The MINI John Cooper Works 1.6-litre twin-scroll turbocharged engine gives the Paceman Concept the means to achieve top-class levels of sports performance. The four-cylinder unit develops 155 kW/211 hp and generates maximum torque of 260 Nm (192 lb-ft), which can be increased to as much as 280 Nm (207 lb-ft) in brief bursts thanks to the Overboost function.

Its MINI Countryman roots give the MINI concept study an ideal platform for the optionally available MINI ALL4 permanent all-wheel-drive system. This features an electromagnetic centre differential positioned directly on the final drive which varies the distribution of power seamlessly between the front and rear axles. In normal driving conditions up to 50 per cent of the drive is sent to the rear wheels, in extreme situations as much as 100 per cent. Harnessing the power of the brawny four-cylinder engines, in all-wheel-drive form the MINI Paceman Concept offers an extra dose of driving fun through a traction-led, sporty expression of the agile handling for which MINI is famed.

**Chassis: the best handling characteristics in the segment.**

MINI chassis technology has been further developed for the MINI Paceman Concept to turn the potential of the extremely powerful engines – safely and with impressive poise – into inspiring agility. Precise, sporty handling and excellent ride comfort set the MINI Paceman Concept apart. That is down not least to the go-kart feeling typical of the brand. The front axle features MacPherson spring struts with lower track control arms, while Electric Power Steering with speed-sensitive power assistance plays a major role in giving the SAC the agility customers expect of the brand. The multi-link rear axle was developed on the back of BMW Group chassis expertise and is designed for use in both the front-wheel-drive and the ALL4 all-wheel-drive versions of the car.

**MINI Paceman Concept: an idea ahead of the game – once again.**

The MINI Paceman Concept embodies the idea of an incomparable driving experience in a way that meets the needs of a modern, lifestyle-oriented target group but also stays true to the character of the brand.

With the MINI Countryman having already opened up a fascinating new avenue in the expansion of the brand family, the designers are now tapping into the potential of its state-of-the-art drive technology and flexible space concept once again to develop additional usage options in a coupe sibling. The MINI Paceman Concept prioritises a particularly emotional driving experience and demonstrates this ability in a style typical of the brand. Here you can find clear evidence of how totally new vehicle concepts can still be developed today through unconventional creativity.

## 3.2 Fun has no limits: MINI Countryman.



The MINI Countryman takes the joy of driving, so characteristic of the brand, to a new level. This is the first MINI to come with four doors and a large tailgate as well as a versatile interior offering space for up to five people. The MINI Countryman is the first member of the MINI family with a body measuring more than four metres in length (157") and which can be ordered as an option with all-wheel drive. The MINI Countryman crossover bridges the gap between the classic MINI concept and a contemporary Sports Activity Vehicle. Its broader range of abilities in both urban use and beyond paves the way for larger and evolving target groups with a greater need for space and flexibility to experience the driving fun that comes with a MINI. The MINI Countryman expresses the defining features of the brand in terms of design, premium quality, handling, efficiency and the scope for customisation – and does so in an absorbingly individual way.

### **Increased stature and ground clearance define the side view.**

The MINI Countryman embodies an effective and assured further development of the brand's design language. The new model combines larger body dimensions, increased ground clearance and four side doors with the hallmark features of MINI design. Short overhangs, a high window line, a commanding over-the-wheel stance and the wrap-around look of the windows create typical MINI proportions. The Countryman provides a fresh interpretation of classic MINI features, such as the roofline, hexagonal radiator grille, large headlights set into the bonnet, side indicator surrounds, capacious wheel arches and vertical rear light clusters.

### **Design: undeniably an individualist, unmistakably a MINI.**

Using the MINI design language as a starting point, the stand-out features of the MINI Countryman are showcased in fitting style. The upright front end exudes presence and helps to optimise pedestrian protection. The increase in interior space is emphasised by large glass surfaces, the four-door layout by the distinctive contours of the roof. The extra-wide border around the lower part of the body and powerfully bolstered wheel arches are a nod to the robustness of the vehicle and its all-wheel drive. The precise transposition of

the MINI style into a new vehicle segment ensures that the MINI Countryman comes across as a totally new type of vehicle and yet is instantly recognisable as a MINI.

**Interior: high-quality materials, broad range of design possibilities.**

The interior of the MINI Countryman is very much in keeping with the brand's familiar style, but boasts a selection of new design and functional elements. The slightly raised seating position allows easy entry, optimises the driver's view over the road and reinforces the powerful character of the new model. The Centre Speedo and air vents are bordered by coloured rings. The unique MINI Centre Rail, meanwhile, runs lengthwise through the middle of the interior in place of a conventional centre console and opens up new ways of integrating storage boxes, cup holders, external audio devices, mobile phones and other comfort-enhancing elements just as you want them. Clip-in fixtures have a flexible range of positioning that allows the storage area to be divided up as desired and items to be kept close at hand at all times. Added to which, the Centre Rail creates an unconventional visual and functional connection between the front and rear compartments.

**Raised seating position, more interior space, sliding rear seats.**

The MINI Countryman comes as standard with four seats, while a three-seat bench is available as a no-cost option. Its interior enhances comfort over long journeys with generous legroom, headroom and shoulder room. The rear seats can be moved forwards and backwards individually or in a 60:40 split (three-seat bench), the angle of the backrests can be adjusted and the backrests can be folded down either individually or in a 40:20:40 split (three-seat bench), all of which allows luggage capacity to be increased from 350 litres to a maximum 1,170 litres (12.4 to 41.3 cu. ft).

**New generation of petrol and turbodiesel engines.**

The MINI Countryman will be available with three petrol and two diesel engines at launch. All the drive units are sourced from a new generation of engines optimised using the BMW Group's development expertise. And they all meet the EU5 and ULEV II exhaust emission standards. Output ranges from 66 kW/90 hp in the MINI One D Countryman to 135 kW/184 hp in the MINI Cooper S Countryman. With its twin-scroll turbocharger and direct injection now complemented by fully variable valve management, the 1.6-litre four-cylinder petrol engine in the range-topping model offers by far the best

balance between output and fuel consumption in its displacement class. Furthermore, the MINIMALISM concept sees wide-ranging technology designed to reduce fuel consumption and emissions – such as Brake Energy Regeneration, the Auto Start/Stop function, Shift Point Display and the need-based operation of ancillary components – fitted as standard and in model-specific combinations. For the petrol engine variants a six-speed automatic transmission with Steptronic is available as an alternative to the standard six-speed manual.

#### **MINI ALL4: more driving fun beyond the beaten track.**

The MINI Cooper S Countryman and MINI Cooper D Countryman can be ordered as an option with MINI ALL4 permanent all-wheel drive. Here, an electromagnetic centre differential positioned directly on the final drive varies the distribution of power seamlessly between the front and rear axles. In normal driving conditions up to 50 per cent of the drive is sent to the rear wheels, in extreme situations as much as 100 per cent. The result is a new, traction-led expression of the agile handling for which MINI is famed. This ability is underpinned by sophisticated new suspension technology, which includes a front axle with MacPherson spring struts and forged track control arms, multi-link rear suspension and the Electric Power Steering system EPS. The MINI Countryman comes as standard with the Dynamic Stability Control (DSC) system. Available as an option are Dynamic Traction Control (DTC, standard on the MINI Cooper S Countryman – both with front-wheel drive and ALL4 all-wheel drive – and MINI Cooper D Countryman with ALL4) and an electronic locking function for the front axle differential.

#### **Typically MINI: a comprehensive safety concept.**

A crash-optimised body structure with precisely defined load paths and deformation zones ensures exceptional passive safety. Standard safety features include front and side airbags, plus side curtain airbags for the front and rear seats, three-point inertia-reel seat belts on all seats, belt tensioners and belt force limiters at the front and ISOFIX child seat attachments in the rear. A Tyre Defect Indicator also comes as standard, while runflat tyres (standard on the MINI Cooper S Countryman with ALL4) are available as an option.

### **Innovative and groundbreaking: MINI Connected.**

New model-specific equipment features have been added to the usual extensive selection of exterior and interior customisation options available for the MINI. A newly configured range of interior colours, trim elements and upholstery materials allows for particularly harmonious combinations. Air conditioning, the MINI Centre Rail and an audio system with CD player are all fitted as standard, while the model-specific array of optional equipment items and accessories available for the MINI Countryman includes high-quality audio and navigation systems as well as mobile phone interfaces with full integration capability for the Apple iPhone or other smartphones. MINI Connected, meanwhile, delivers a unique form of in-car entertainment with the addition of web radio and Mission Control functions, among others. Customers can also specify a large panoramic sunroof, Adaptive Headlights with xenon light, a heated windscreen, a trailer coupling, 16- to 19-inch light-alloy wheels, sports suspension (with the vehicle height lowered by 10 mm / almost 0.4") and MINI John Cooper Works performance components.



### 3.3 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 – and further enhance the appeal of this unparalleled range of premium models in the small car segment. All-new diesel engines provide increased pulling power combined with even better economy. For example, the new MINI Cooper D and new MINI One D both post average fuel consumption in the EU5 test cycle of 3.8 litres per 100 km (74.3 mpg imp) and a corresponding CO<sub>2</sub> emissions figure of 99 g/km.

The new four-cylinder diesel engines join the extensively further developed petrol engines already in the line-up. The power range covered by the MINI family extends from 55 kW/75 hp in the MINI One to 135 kW/184 hp in the MINI Cooper S, and now two additional variants have arrived to lend the model range even greater variety: the launch of the new MINI family will be accompanied by the premiere of the new MINI One D Clubman and new MINI Cooper D Convertible.

The updated design details of the MINI, MINI Clubman and MINI Convertible showcase both the sharper sporting edge and further enhanced premium character of the cars. For example, the air intake in the front bumper most notably of the MINI Cooper S – but also its stablemates – now has more prominent styling. Modern elegance is also the watchword for a selection of other features, including the newly designed LED rear lights and the striking surrounds for the side indicators.

High-quality materials and neatly coordinated colours define the contemporary yet exclusive feel inside all the models. The newly designed controls for the audio system and air conditioning ensure optimised functionality. The selection of seat upholstery variants, trim elements and Colour Lines has been updated and expanded, while the range of exterior paint finishes and wheel designs also sets new trends. The Rally, Classic and Scene “design worlds” serve as pointers to help customers put together an appealingly harmonious

combination of these features. The design worlds are based on recommendations from the MINI design team, but still allow extensive scope for variations and additions according to individual preference.

The extended range of equipment available for the updated models underlines the innovative character of the MINI family. Adaptive Headlights are available for the first time for the MINI, MINI Clubman and MINI Convertible in conjunction with the optional xenon lights. Plus, automatically dimming exterior mirrors and new ambient lighting (providing a comprehensive spectrum of colour) can also be specified. This allows the interior lighting to be adjusted even more precisely and 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. Meanwhile, the on-board entertainment and communications systems – including the innovative MINI Connected functions – set a new benchmark.

**New diesel engines:**

**increased pulling power, CO<sub>2</sub> emissions cut to 99 g/km.**

A new generation of turbodiesel 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 turbodiesel variants also meet the EU5 emissions standard.

The potential of the new turbodiesel 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 CO<sub>2</sub> emissions mark of 99 grams per kilometre.

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

The more powerful of the two turbodiesel 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 CO<sub>2</sub> 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 sporting credentials of the new model are complemented by average fuel consumption of 4.0 litres per 100 km (70.6 mpg imp) in the EU test cycle and CO<sub>2</sub> emissions of 105 g per km.

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

Impressive low-range torque and exceptionally high fuel economy are further defining characteristics of the entry-level diesel model in the MINI family. The turbodiesel unit powering the MINI One D develops 66 kW/90 hp at 4,000 rpm. This model, too, 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 CO<sub>2</sub> emissions are similarly pinned to the new low of 99 g per km.

The new entry-level diesel engine is also available for the MINI Clubman. 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 CO<sub>2</sub> emissions recorded at 103 g per km.

Building on the impressive efficiency of the new diesel engines, the introduction of MINIMALISM technology as standard also contributes 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, Electric Power Steering (EPS) and the demand-based operation of ancillary components. A standard six-speed manual gearbox channels the engine power to the wheels.

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

The 1.6-litre four-cylinder units also boast numerous technical features whose development is rooted in the outstanding wealth of engine expertise within the BMW Group. The performance 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 engine 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. The MINI Cooper S posts average fuel consumption in the EU test cycle of just 5.8 litres per 100 km (48.7 mpg imp) and CO<sub>2</sub> emissions figures of 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 CO<sub>2</sub> emissions of 119 g per km.

### **Modified design gives a clear sense of sportiness 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. The new details merge in subtly with the overall appearance of the new models.

The modifications in the lower section of the front apron are considerably more prominent. Here, the bezels of the positioning light units and foglamps now have more pronounced three-dimensional contours. The lower air intake on all models 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 a chrome border) on the MINI Cooper S add an extra edge to the sporting appearance of this model variant.

The hallmark MINI circular headlights are halogen units as standard but can be ordered with xenon light – and the Adaptive Headlights function – as an option. 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. LEDs optimise both the signalling efficiency and contemporary appearance of the rear lights and brake lights on all members of the new MINI family. The reversing lights and rear foglamps are now located in the lower section of the rear bumper in a red strip of lights.

The rear end of the MINI One Clubman and MINI Cooper Clubman is 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.

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

Blue will be available at a later stage. 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.

### **Design worlds help to achieve detailed customisation.**

The range of seat upholstery, interior colours, trim elements and Colour Lines 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 Toffee 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. All of the buttons and switches on the centre console below the Centre Speedo – as well as the surrounds of the controls – are now black, as is 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.

**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. Globally unique smartphone integration technology allows the device's telephone function, music player and online services to be operated using the car's joystick, steering wheel buttons and on-board monitor. An application available from the Apple App Store enables Facebook and Twitter posts to be received inside the car, displayed on the on-board monitor and read out via the optional MINI Connected voice output function. This application also allows customers to enjoy the web radio function, reception of RSS news feeds, access to Google local search and Google Send to Car services, and the Dynamic Music function.

## 3.4 A link to the future: MINI Connected.



The new selection of standard and optional radio systems in the MINI give customers everything they need to enjoy music just the way they want it. Both the standard MINI CD radio and optional MINI Boost CD radio allow external music sources to be hooked up to the car's own audio system via an AUX IN connection. A USB audio interface is supplied with the optional MINI Visual Boost radio and MINI navigation system. These systems also come with the Bluetooth hands-free facility for making telephone calls safely while on the move.

Both systems enable even more extensive integration of mobile devices in conjunction with the Bluetooth mobile phone preparation, which also includes a USB audio interface, a mount integrated into the centre console for the snap-in adapter, and a roof aerial. The phone and music player functions are operated in customary MINI style using a joystick on the centre console and the colour display in the Centre Speedo. The same goes for audio streaming via Bluetooth, displaying album cover artwork on the on-board monitor and using innovative office functions, provided these are supported by the connected device.

Both the MINI Visual Boost radio and MINI navigation system allow Apple iPhone owners access to MINI Connected. This development, available as an option on all MINI models, opens the door to a globally unique form of in-car entertainment, using new technology specially developed for the MINI to integrate the entertainment and online functions of the iPhone into the car. MINI-specific functions can be integrated using an application for the iPhone and operated via the joystick, steering wheel buttons and on-board monitor. Based on the familiar MINI display and operating logic, MINI Connected allows all functions to be used comfortably, simply, safely and intuitively with minimal distraction from the road ahead.

### **Added future-proofing with MINI-specific apps.**

Exclusive MINI technology for the integration of the iPhone forms the basis for extensive update and add-on options. The functional repertoire of



MINI Connected can be extended easily by dipping into a selection of MINI Connected apps. The application for MINI Connected includes a web radio function to allow users to pick up their preferred radio stations regardless of their location. The station database available through the application contains thousands of radio stations whose programmes can be accessed online. The other functions of MINI Connected are also unique in the small car segment and include access to the Google local search and Google Send to Car functions and reception of user-definable RSS news feeds, the content of which is displayed on the on-board monitor and can be read out using the optional voice output function.

### **Send and receive Facebook and Twitter posts inside the car.**

This application gives MINI owners the platform to receive Facebook and Twitter posts in their car, view them on the on-board monitor and use MINI Connected voice output to have them read out. Plus, pre-defined text messages can be sent out directly from the car via both services.

Another exclusive MINI innovation is the Dynamic Music function included in the iPhone application. This comprises a selection of exclusively composed music which can be played on the audio system of the MINI and whose rhythm and dynamics change according to the driving style. This function allows drivers to create a MINI-specific soundtrack based on the car's speed.

### **Innovative iPod integration: the MINI Connected PlugIn.**

Another addition to the range of optional MINI Connected functions promises to add even greater variety to the spectrum of entertainment features on board the MINI. Available since autumn 2010, the MINI Connected PlugIn teams up with the various MINI infotainment systems to optimise display and control capability for music playback from an iPhone or iPod touch – in typical Apple presentation – using the on-board monitor and vehicle controls. Its newly developed interface technology supports iOS 4, the latest version of Apple's mobile operating system. This allows the MINI on-board monitor to offer users the familiarity they are used to from the iPhone and iPod touch. The intuitive iPod navigation menu can be operated safely via the car's interface controls. To use the MINI Connected PlugIn, customers will need to be running the iOS 4 operating system on the iPhone 3GS, iPhone 4 or iPod touch (second and third generation).

### **Exclusive and very MINI: Mission Control.**

The Mission Control function analyses numerous signals relating to the vehicle and the vehicle's surroundings to provide the driver with information and advice relevant to the situation – and all generated in dialogue form. These dialogues are based, among other things, on information relating to safety and comfort settings – such as a request that seatbelts be worn or information on how to operate the air conditioning system – as well as updates on driving conditions and the vehicle's status, e.g. the outside temperature or the amount of fuel in the tank.

### **Programmed for efficiency: the MINIMALISM Analyser.**

Another element of MINI Connected is the MINIMALISM Analyser. This function, which also works in combination with the iPhone, displays advice on how to make your driving style more efficient. The technology analyses a range of data and flashes up tips on reducing fuel consumption during the journey. Once the driver has reached his destination, the innovative MINI Connected application ensures the data is set out in a simple and informative manner, allowing the journey to be analysed and compared so the driver can run the MINI as efficiently as possible at all times. The MINIMALISM Analyser also enables data to be exchanged with other MINI drivers in order to set up an efficiency "league table".



### 3.5 Premium quality and individual style in unparalleled variety: MINI – a one-off in the small car segment.

Eye-catching 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 appeal of this unparalleled range of premium models in the small car segment consequently rises to another new level. The new MINI family combines the brand's characteristic personality with an even greater variety of models. The MINI will now be available with petrol engines developing four different outputs and a choice of two diesel powerplants; the MINI Clubman can be ordered with three petrol engines and now also two diesel units; and the MINI Convertible can be specified with one of three petrol units or the new diesel option. In addition, customers may also be tempted by the extremely sporty MINI John Cooper Works, MINI John Cooper Works Clubman and MINI John Cooper Works Convertible models. Launched under the MINI John Cooper Works badge denoting outstanding performance, these elite sporting machines ensure that the MINI model range is without parallel worldwide, both in its breadth and in terms of ultimate ability.

#### **An original: independent concept is the key to giving MINI its unmistakable identity.**

The compelling aura of the MINI, however, is rooted in a truly original concept. Although it is part of the BMW Group, the MINI brand benefits from a considerable degree of autonomy, which is expressed as much through its design as in its drive concept, variety of equipment options and the target groups identified in the development of additional models and variants. Every model is therefore very much an original, displaying a wealth of attributes only a MINI can offer.

As the world's first maker of premium small cars, MINI broke new ground when the brand was relaunched in 2001. The strategy of combining advanced drive and chassis technology, uncompromising quality and an individual style in cars in this segment immediately earned MINI its own niche in the world's car markets. With its innovative profile, MINI won over a trend-conscious target group of customers who also shared an appreciation of quality. Over 1.7 million

MINI models have been sold since 2001, highlighting the dynamic growth in this newly established market segment.

**Character with a history – unique for more than 50 years.**

In addition to the variety of models and the product quality of the MINI, the car's historical roots also play a significant role in its popularity. The new MINI family builds on a tradition which now stretches back more than 50 years, and the history of the brand exudes an extraordinarily powerful allure.

Few other vehicles have had such a sustained impact on automotive development as the classic Mini presented in 1959. A rigorous commitment to the efficient use of space and the innovative arrangement of the drive components spawned a small car concept that was revolutionary at the time and is still considered pioneering today. As well as the practical and economic virtues of the compact four-seater, its agile handling also helped the classic Mini to attain legendary status not only in its native Britain, but around the world.

Fast-forward to the 21st century and MINI remains a maker of classless and globally successful cars. Indeed, the brand's current crop of models also retain significant links with their forebears when it comes to design. The principle adhered to in the development of the classic Mini – of creating maximum interior space and functionality within exceptionally small exterior dimensions – also underpins the brand's present line-up.

Along with its distinctive design features, MINI also raises the bar in terms of advanced drive and chassis technology – similarly to the classic Mini in its day – and adds state-of-the-art active and passive safety elements. MINI therefore remains faithful to the traditional values of the brand at the same time as meeting the requirements of a modern car in terms of space, performance and safety.

**Customisation on a premium level: MINI as an expression of personality.**

MINI sets the benchmark in the small car segment and beyond with the unsurpassed variety of customisation options available for its models. Driving a MINI is not only about enjoying the journey but also expressing your own

personal style. The MINI enables far-reaching scope for customisation, giving owners enviable freedom to express their personal preferences. MINI offers its customers a more extensive and detailed range of options than any other manufacturer when it comes to kitting out their car in their own image. The unusually large selection of exterior paint finishes, roof/soft-top colours, interior colours, seat covers and trim variants form the basis for each custom-made design.

The range of Original MINI Accessories, meanwhile, includes everything from classic racing technology – in the form of MINI John Cooper Works components, roof carrier systems and auxiliary headlights – to handy features for everyday needs and rather more off-the-wall elements, such as extravagant roof trim, mirror caps, door handles and side indicator surrounds.

**Global popularity, sustained growth: new chapters in the success story.**

Another ingredient in the identity of the brand is its British origins. All the members of the new MINI family are built at the MINI plant in Oxford. Multiple expansion programmes have allowed production capacity to keep pace with growing demand. Today, MINI cars are exported from Oxford to more than 80 countries. The USA has become the biggest single market for these premium small cars, with Great Britain and Germany following in second and third places in the sales rankings. And, more recently, the brand has seen an extremely dynamic growth in demand in China in particular.

Credit for the steady increase in sales figures must also go to the brand's rigorously pursued model strategy. In 2004 the classic two-door model was joined by the MINI Convertible in the range. In 2007, the MINI Clubman arrived on the scene with its longer wheelbase and an all-new space concept. And in 2010 the MINI Countryman saw a five-door MINI measuring more than four metres (157") in length set out onto the world's roads – and, thanks to the optional all-wheel-drive system, off them as well for the first time. This meant the hallmark MINI driving fun had now been combined with additional day-to-day practicality. The four body variants of the new MINI family already give the brand a broader-based model line-up than any of its competitors.



### 3.6 Limitless driving fun, even broader possibilities: The range of accessories for the MINI Countryman.

The multi-faceted character of the MINI Countryman is also reflected in the selection of accessories available for the fourth model in the brand's line-up. Model-specific exterior components can be specified which open the door to even greater individualisation of the MINI Countryman. And the sporting potential of the new model can be accentuated to impressive effect with MINI John Cooper Works components.

#### **Design elements underline its robust character.**

The robust appearance of the MINI Countryman is given extra emphasis by underguard protection-style design elements for the front and rear ends. The silver-coloured plastic attachments can be fixed to the standard bumpers. For the interior, meanwhile, customers can order hard-wearing all-weather floor mats, and a luggage area mat in matching design is also available. Additional storage potential is provided by items such as a survival kit and a universal box, both of which can be fixed to the MINI Centre Rail.

The youngest of MINI fans can look forward to safe and comfortable journeys as well, thanks to the new generation of MINI child seats. These seats, boasting a typically MINI design and orange/black colour scheme, can be secured safely in the rear of the car using the ISOFIX attachments provided as standard. In addition, customers can order the Tablet DVD system as part of a customised entertainment package for the rear passengers.

#### **Roof and rear-mounted carrier systems add to the transportation options.**

The accessories range also offers a variety of options which create additional transportation capacity beyond the boundaries of the flexible-usage interior. For example, a roof carrier system can be mounted to the standard-fitted roof rails of the MINI Countryman. Among the accessories available are a bicycle rack, ski or snowboard holder, surfboard mount, universal carrier, and a roof box. A rear carrier for up to two bicycles can also be purchased for the MINI Countryman. This system can be mounted quickly and easily to the rear of the car with the help of the rear carrier preparation available as an option.

The exterior design accessories available for the MINI Countryman also lend it an unmistakable identity. The wide variety of items which customers can specify to achieve a detailed level of personalisation include mirror caps in Union Jack and Checkered Flag design, the bonnet Sport Stripes also available for other MINI models, and the Union Jack roof flag.

### **Performance components from MINI John Cooper Works.**

The sporting character of the MINI Countryman is given an extra edge by the MINI John Cooper Works performance components. The aerodynamics package available for the MINI Cooper S Countryman includes flaps for the front bumper, eye-catching side skirts (painted in body colour and featuring an additional air intake), a diffuser for the rear apron, which generates extra downforce, and extra-large embellishers for the exhaust tailpipes. 19-inch double-spoke light-alloy wheels are also available exclusively from the range of MINI John Cooper Works accessories. These can be ordered in matt black or in gloss black with a machined surface. For the interior, customers may be tempted by a three-spoke sports steering wheel with Alcantara cover and carbon clasp and a gearshift lever in the same material combination.



## 3.7 New trends, unmistakable style: The MINI Collection.

The MINI brand is more vibrant than ever, and has come up with an extensive collection of “Brit chic” textiles and accessories with considerable appeal both within the ranks of hardcore MINI fans and beyond. The message here is: “Go your own way.” And the MINI Collection helps you do just that with a range of dependable travelling companions boasting inimitable design and high-quality materials – for wherever your road trip happens to take you.

### **The MINI Getaway Package: for spontaneous stop-offs along the way.**

The cult British brand has come up with a handy set of items for off-the-cuff mid-journey breaks – just in time for the market launch of the MINI Countryman. The set includes the MINI Countryman Seats, a pair of comfortable folding wooden chairs in characteristic MINI design which also convert neatly into tables with the help of a wooden board. An essential feature of the Getaway Package is the MINI Five-In-One Cover. This multifunctional cover is a poncho, sleeping bag, awning, picnic blanket and bed cover in one. The new MINI Countryman Boots, meanwhile, ensure that your feet stay dry on cross-country hikes. The MINI Parka, a contemporary interpretation of the classic M51 Fishtail, also protects against the vagaries of the weather. And the limited-edition MINI Countryman Tee suits the new member of the MINI family down to the ground, sporting a print of the new model.

The clever MINI Countryman Getaway Package can be stowed away in the new crossover model’s dual-layer load compartment floor, which is separated from the regular storage space by a lid. This allows the travel set to be in place and ready for use at all times without making inroads into interior space.

### **The MINI textile collection pays a stylish tribute to “Cool Britannia”.**

The Union Jack flag, badges and pins have fronted numerous subcultures over the decades. Indeed, Mods, Rockers and Punks all used accessories of this kind to give their respective dress codes a very individual look. The new Collection sees MINI serving up authentic textiles and accessories for him and her with a cool “UK” edge. And high-quality materials ensure style need not come at the cost of comfort.



The MINI Collection has what it takes to rock any outfit. The devil's in the detail, as they say, and Union Jack motifs, badges, bonnet stripes and "MINI Rocks" prints are always ready to provide an eye-catching flourish. Among the items in the Collection are sporty jackets, which can be given the smart treatment to create sharp-looking blazers. And then there are the jackets in the "college look" everybody's after right now, which will ensure you're top of the cool class on and off campus. Meanwhile, a selection of long-sleeve shirts, polo shirts and T-shirts have been given the hallmark MINI "Brit chic" treatment, the sleeveless Ladies' Warm Me Up Vest and the business men's shirt leave no style stone unturned, and accessories such as caps & co. round off the range. Bring on that British understatement!

### **On tour with MINI luggage highlights.**

The central theme of the Creative Use of Space also lies at the heart of the practical luggage solutions available from the MINI Lifestyle Collection. The items in the Collection are designed to meet the full range of travel requirements. For example, the robust MINI hard-shell suitcases from the Rooftop line can take anything you throw at them. The trolley cases, meanwhile, can be ordered with a cool Union Jack or Racing Stripes to mark them out from the crowd. And the design of the extensive Black Jack luggage line from MINI stands out with its classy black finish and tone-in-tone Union Jack motif. The travel range contains everything from trolley case to briefcase, duffle bag to shoulder bag, wash bag to wallet. Added to which, MINI has delved deep into its classic photo archives to create the Shout accessories line. With their striking black-and-white retro MINI motifs, the Shout bags and wallets recall legendary moments in the brand's history.

### **The MINI rocks sonoro "elements W" internet radio blends global sound with urban chic.**

MINI has been working closely with German manufacturer of design audio products sonoro audio. The two brands are emblematic of outstanding design, use state-of-the-art technology and enjoy massive popularity among the post-modern target group. The result of the cooperation is an internet radio that combines urban chic with an unrestricted musical experience – a wonder of multifunctionality and design hit in one. For whether your favourite sound is New Orleans jazz, Jamaican reggae or Brazilian bossa nova, the "MINI rocks sonoro" limited edition of the "elements W" internet radio brings original

sounds from all over the world directly into your living room, bedroom, office or kitchen. The result is a feast of global music in every corner of your home. The unit also comes with four preset MINI SOUNDS web radio channels.

The MINI rocks sonora limited edition of the elements W Internet radio can receive over 18,000 web radio stations via WiFi or LAN. Users can search and select their favourite music easily by genre or country. The design radio also boasts a media player function for streaming music libraries direct from a computer and can be connected via line out to an external audio system. The alarm clock, sleep and snooze functions, Radio Frequency remote control and eDock external iPod® docking station with charging function are easy to use and open up exciting new dimensions in audio lifestyle. The unique design of the MINI rocks sonora internet radio makes it something of a collector's item.

The MINI Lifestyle Collection is available at [www.MINI.com/shop](http://www.MINI.com/shop) and from selected MINI dealers. Printable photos are available from the BMW Group Press Club at [www.press.bmwgroup.com](http://www.press.bmwgroup.com).