

# MINI at the Los Angeles Auto Show 2012. Contents.



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Note: The vehicles described in this press kit reflect engine and equipment specifications for the US market. Specifications in other markets may vary.

# 1. MINI at the Los Angeles Auto Show 2012. (Short version)



The MINI Paceman is breathing new life into the premium compact segment as the first Sports Activity Coupé in its class. The latest MINI model is set to celebrate its North American premiere in the technology, design and entertainment hot spot of Los Angeles, with the extrovert four-seater's US debut forming the centrepiece of the MINI stand at this year's Los Angeles Auto Show, which runs from 30 November to 9 December 2012. Alongside the new addition to the brand's line-up, MINI is also treating its Californian audience to an array of its other current models and products.

The arrival of the brand's seventh model heralds the beginning of another new chapter in the growth of the British premium automaker. A sustained period of success in the USA has made a considerable contribution to the brand's rude health. Indeed, the US has been MINI's most important single market for a number of years now. The brand's most recent growth statistics have been boosted by the popularity of the MINI Countryman which, as the first MINI with four doors and a large tailgate, has won over new target groups to the brand. As well as its extra practicality, the Countryman mimics its stablemates in serving up the driving fun for which MINI is renowned. And now a detailed model update shines the spotlight even more brightly on the premium interior of all MINI Countryman variants. The MINI Countryman is one of the models on display at the Los Angeles Auto Show.

## **MINI Paceman: unique looks, unmistakable driving fun.**

With its two doors and large tailgate, the MINI Paceman brings an air of sporting elegance and individualism to the premium compact segment. It is the second MINI model (after the Countryman) with an exterior length exceeding four metres and the option of ALL4 all-wheel drive. The exterior design of the MINI Paceman projects a clear expression of this fresh new sportiness, individuality and versatility. Powerful proportions and dynamically stretched lines provide a window into the car's agile driving characteristics. Inside, the passengers in the two individual rear seats also enjoy generous levels of space, outstanding lateral support and impressive comfort in a lounge ambience.

Two four-cylinder petrol engines will be available from the launch of the MINI Paceman in the USA. Their combination of considerable brawn and extensive MINIMALISM technology is a recipe for sports performance and exceptionally

low fuel consumption. The powerplant under the skin of the MINI Cooper Paceman generates peak output of 121 hp, while the MINI Cooper S Paceman boasts a turbocharged engine producing 181 hp. The two units channel their power to the front wheels through a six-speed manual gearbox as standard; a six-speed automatic is optional for both model variants. The MINI Cooper S Paceman can also be ordered as an option with ALL4 all-wheel drive.

**Continuing growth, inimitable style: the MINI model family.**

The constant expansion of the MINI model range has fuelled the brand's growth around the world. The MINI family now comprises seven vehicle types, each of which adds its own particular flavour to the familiar MINI driving fun. This broader appeal has brought MINI cars onto the radar of new target groups.

The brand's successful assault on the US market began in 2002 with the classical MINI Hatch. The addition to the range of the MINI Convertible and MINI Clubman was followed by the arrival of the MINI Countryman – the first MINI model to feature four doors and a large tailgate. Since then the MINI Coupé and MINI Roadster have both swelled the MINI ranks, with the youngest member of brand's family – the MINI Paceman – being unveiled at the 2012 Los Angeles Auto Show.

First held in 1907, the LA event represents the climax of the international car show calendar and offers a fascinating look ahead to the trends of the upcoming season. Automotive manufacturers and suppliers from around the world will present their latest models and products at the Los Angeles Convention Center alongside futuristic studies and concept cars.



## 2. MINI at the Los Angeles Auto Show 2012. (Long version)

### 2.1 Cutting a swathe through the urban jungle: The MINI Paceman.

The MINI brand is once again combining the expansion of its model range with a foray into a new vehicle segment. Indeed, the MINI Paceman is the first Sports Activity Coupé in the premium small and compact vehicle segment. Its powerful, dynamically stretched coupé lines and hallmark MINI go-kart feeling team up with the exclusive ambience of its variable-usage interior to make the MINI Paceman a pioneer within its urban stamping ground while displaying clear ties to the innovative and inimitable style of the British premium brand. With its two doors and large tailgate, plus two full-size individual rear seats, the seventh model in the MINI family complements the elegant sportiness of its proportions with a new rendering of the familiar MINI interior.

Sporting prowess and versatility define the driving characteristics of the MINI Paceman. Two powerful engine variants will be available from launch in the USA, and the standard specification of the MINI Paceman will also include lowered sports suspension. This is the second model (after the MINI Countryman), moreover, to offer the option of channelling its engine power to the road through all four wheels.

#### **Design: muscular stature, sporty and elegant coupé lines.**

The innovative concept of a compact Sports Activity Coupé is expressed in a body design that combines dynamically stretched proportions with a muscular stance. This authentic embodiment of the MINI Paceman's multifaceted driving properties is achieved within the template of the established MINI design language. The front end, for example, exudes power and presence thanks to its large, distinctively shaped headlights, strikingly sculptured bonnet and upright hexagonal radiator grille, which is framed by a particularly wide chrome border.

The fresh and individual character of the MINI Paceman comes across most prominently when the car is viewed from the side. Dynamically sweeping lines and powerfully curved surfaces imbue the car's appearance with sporting elegance. The coupé-style roof, swooping downwards towards the rear, sits almost seamlessly atop the passenger compartment. Its distinctive "helmet" contours fit neatly into the coupé mould, the roofline flowing into the standard rear spoiler. The steadily rising shoulderline and gently downward-sloping roofline create side window surfaces that taper towards the rear,

emphasising the wedge shape of the silhouette particularly clearly. The long doors have a high character line, which gives the body a lower-slung appearance, and the extremely muscular rear wheel arches underline the MINI Paceman's sporting credentials.

The most eye-catching new feature of the rear end are the rear lights which, in a first for MINI, have a horizontal design. As with the slim and sloping coupé-style rear window, the chrome strip below it and the horizontal creases on the tailgate and rear apron, the form of the lights further accentuates the car's width.

**Interior: exclusive ambience, impressive variability.**

A model-specific interpretation of traditional MINI design principles also shapes the look of the interior. The distinctive door ellipses have an extremely shallow yet prominently three-dimensional form and extend back beyond the B-pillars into the rear compartment. Added to which, for the first time in a MINI, the side window controls are integrated into the door trim.

The MINI Paceman has been designed squarely as a four-seater. The slightly raised seating position in the front of the car provides the driver and front passenger with an excellent view over the road, and front sports seats are also part of standard specification. The pair of individual seats in the rear offer impressive shoulder room and headroom, outstanding lateral support and exceptional comfort. The lounge character of the rear compartment is further enhanced by the armrests integrated into the side panels.

The standard-fitted Centre Rail storage and attachment system runs from just aft of the gearshift or selector lever on the centre console to its finishing point between the front seats. The second section of the Centre Rail is found between the rear seats. A single-section Centre Rail extending between both rows of seats can be ordered as an option. If the optional lighting package is specified, the Centre Rail and door panels are illuminated.

The high-opening tailgate of the MINI Paceman and its low boot sill allow the luggage area to be accessed in comfort. Load capacity stands at 330 litres, increasing to 1,080 litres when the rear seat backrests are folded down.

**Engine range: extremely powerful, remarkably efficient.**

The MINI Paceman will be available from launch with two four-cylinder petrol engines. Extensive MINIMALISM technology ensures that their zesty power delivery is accompanied by remarkably low fuel consumption and emissions. A

MINI John Cooper Works Paceman variant is set to be added to the range in due course.

A shared feature of the 1.6-litre petrol engines powering the MINI Cooper S Paceman and MINI Cooper Paceman is fully variable valve management based on the BMW Group's VALVETRONIC technology. Under the bonnet of the MINI Cooper S Paceman, this system joins forces with a twin-scroll turbocharger and direct injection to generate maximum output of 181 hp at 5,500 rpm. Plus, peak torque of 240 Newton metres (177 lb-ft) is on tap between 1,600 and 5,000 rpm, and can be increased to as much as 260 Newton metres (192 lb-ft) for a short time using the overboost function. All of which enables the MINI Cooper S Paceman to sprint from 0 to 60 mph in 6.9 seconds (automatic: 7.3 seconds) on the way to a top speed of 127 mph.

Developing maximum output of 121 hp at 6,000 rpm and with peak torque of 160 Newton metres (118 lb-ft) available from 4,250 rpm, the engine powering the MINI Cooper Paceman also has what it takes to fuel plenty of sporty driving fun. The 0-60 mph dash is all over in 9.7 seconds (automatic: 10.8 seconds) and top speed stands at 117 mph (114 mph).

**Six-speed automatic gearbox and ALL4 all-wheel drive on the options list.**

The MINI Paceman is equipped as standard with a six-speed manual gearbox, while a six-speed automatic – complete with Steptronic function enabling manual gearshifts – is available as an option. In the MINI Cooper S Paceman, the automatic gearbox also comes with shift paddles attached to the steering wheel; these can be ordered as an option for the MINI Cooper Paceman. Extra helpings of driving fun can be summoned with a touch of the optional Sport Button, which tweaks the engine's responses, the power assistance provided by the steering and the shift times of the automatic gearbox (if specified).

The MINI Cooper S Paceman will be available with ALL4 permanent all-wheel drive from the launch of the compact Sports Activity Coupé. This system uses an electromagnetic centre differential to distribute drive seamlessly between the front and rear axles. In normal driving situations ALL4 diverts up to 50 per cent of the engine's power to the rear wheels, rising to as much as 100 per cent in extreme conditions, such as on ice and snow-covered surfaces. The control electronics of the MINI ALL4 system are integrated directly into the DSC management unit, enabling drive to be distributed between the front and rear axle as and when required – and in a matter of milliseconds.

### **Cutting-edge chassis technology delivers a new take on the go-kart feeling.**

The construction of the MINI Paceman's chassis – consisting of a MacPherson spring-strut front axle and forged cross members in tandem with a multi-link rear axle – underpins the car's hallmark MINI agility. A feature particular to the MINI Paceman is sporty suspension tuning and a lower ride height, although the car can also be ordered with a standard set-up and non-lowered suspension as a no-cost option. Electric Power Steering with Servotronic function as standard enhances the ever-present go-kart feeling on board the MINI Paceman.

In the MINI Cooper S Paceman, the standard DSC (Dynamic Stability Control) system is complemented by DTC (Dynamic Traction Control) mode and Electronic Differential Lock Control (EDLC). DTC and EDLC are also available as an option for the MINI Cooper Paceman.

Standard equipment also includes light-alloy wheels (16-inch on the MINI Cooper Paceman, 17-inch for the MINI Cooper S Paceman). Both model variants can be specified with 18-inch or 19-inch items as an option.

### **Comprehensive safety equipment and high-quality comfort-enhancing features.**

The high torsional rigidity of the MINI Paceman's body plays an important role in both its agile handling and its impressive passive safety. Like the MINI Countryman, which passed the Euro NCAP crash test with the highest five-star rating, the MINI Paceman's standard-fitted safety arsenal includes front and side airbags, as well as side curtain airbags for both rows of seats. All seats are fitted with three-point inertia-reel seat belts. Front seat occupants will also find belt tensioners and belt force limiters, while in the rear ISOFIX child seat attachments are in place should they be required.

The high-quality standard equipment of the MINI Paceman also fits the brand's premium character as far as comfort and functionality are concerned. Air conditioning, electrically adjustable exterior mirrors, the Centre Rail, model-specific door sill lettering and the radio MINI CD with AUX-IN socket are all standard. The options list, meanwhile, contains items such as the sports leather steering wheel (standard on the MINI Cooper S Paceman) with optional multifunction buttons and cruise control, heated seats, an electrically operated glass roof, Comfort Access, xenon headlights, Adaptive Headlights, black headlight housing and Park Distance Control

Customers can take on-board entertainment and navigation capability to new levels with the radio MINI Boost CD, radio MINI Visual Boost, harman/kardon hi-fi loudspeaker system and MINI navigation system. The MINI Connected option, meanwhile, allows full Apple iPhone integration. The MINI Connected App opens the door to in-car use of functions such as web radio, Facebook and Twitter, Dynamic Music, Driving Excitement, Mission Control and the MINIMALISM Analyser.

## 2.2 Driving fun and individuality fuel the pace of growth: The latest MINI model range.



MINI has earned itself a worldwide reputation for the driving fun, compact dimensions and premium quality of its cars. The relaunch of the brand in 2001 saw these attributes brought together for the first time in the small car segment and, with the added appeal of an unmistakable design, low fuel consumption and impressive scope for customisation, the concept's international success has since mushroomed. MINI quickly developed into a byword for style-conscious and experience-focused, yet also efficient, mobility. The brand has enjoyed 10 years of success – and counting – in the US car market. Indeed, the legions of fans lapping up the celebrated MINI go-kart feeling and distinctive appearance continue to grow in number. And MINI has added fuel to the fire with a steady stream of new models; the MINI Paceman on display at the 2012 Los Angeles Auto Show is the seventh member of the British brand's model family.

The MINI Paceman is set to become the latest model to attract new target groups to the inimitable MINI style, lending further substance to the brand's status as a one-off in the small and compact premium car segment. The increasing variety in its model range is also allowing MINI to strengthen its leading role in an increasingly competitive marketplace. Likewise expanding steadily is the line-up of John Cooper Works models, whose race-derived powertrain and chassis technology sets them apart from the crowd and which express their performance-focused character in the form of bespoke design features inside and out. The latest arrival among this accomplished elite is the MINI John Cooper Works Countryman – the first model to combine extreme driving fun with ALL4 all-wheel drive.

### **MINI Countryman optimises ease of use and offers a refined premium ambience.**

The successful launch of the MINI Countryman has also made a significant contribution to the brand's growth in the US market in recent times. The first MINI with four doors, a large tailgate and optional all-wheel drive takes the brand's hallmark driving fun into another new vehicle segment. The launch of the MINI John Cooper Works Countryman has coincided with the introduction of carefully judged modifications to the MINI Cooper Countryman and MINI Cooper S Countryman when it comes to ease of use and interior design. Newly designed door inserts also help to enhance the car's premium

ambience, comfort levels and practicality. Remodelled door armrests provide an even more comfortable place to take the weight off your arms, and the controls for the electric windows are now also positioned in the door trim. A full control panel is integrated into the door armrest on the driver's side. The switches clustered here include the controls for all the windows, the deactivation facility for the rear window controls and the adjustment for the exterior mirrors. Moving the window controls away from the centre console also optimises access to the enlarged storage compartment below it.

Other eye-catching revisions around the centre console include newly designed surrounds ringing the Centre Speedo and four air vents. These now all come in Carbon Black and with the addition of an inner ring in high-gloss black or – as part of the optional Chrome Line Interior – in chrome. Both in standard trim and with options specified, the fresh appeal of the colours and materials adds further lustre to the high-quality character of the MINI Countryman interior. The MINI Countryman now comes as standard with a three-seat rear bench, while a pair of individual seats are available as a no-cost alternative. As well as changes to the range of interior colours, interior trim elements and Colour Lines, the selection of exterior paint finishes have also been given a refresh. New additions include the suitably expressive colour shades Brilliant Copper metallic and Blazing Red metallic.

### **Go-kart feeling expressed in every possible way.**

The focus on the needs of additional target groups first encountered with the MINI Countryman and continued purposefully with the development of the MINI Paceman injects the MINI model range with even greater variety. The driving fun, distinctive design, premium quality and individuality of these two models lift them – as with their MINI siblings – head and shoulders above their rivals. The MINI Hatch continues to embody, in the most classical fashion, the characteristics that define the British premium automaker's cars. Its distinctive MINI style is also authentically reproduced in the other vehicle concepts in the brand's range – the MINI Clubman with its extended wheelbase and extremely versatile interior, the MINI Convertible, and the MINI Coupé and MINI Roadster two-seaters.

The MINI is available in three different engine variants in the US: the 121 hp MINI Cooper, the MINI Cooper S with 181 hp and the MINI John Cooper Works developing 208 hp. A six-speed automatic gearbox can be ordered as an option for each of the variants as an alternative to the six-speed manual, and these engine and gearbox combinations can also be specified for the MINI Clubman, MINI Convertible, MINI Coupé, MINI Roadster and MINI

Countryman. The MINI Cooper S Countryman is also available as an option with the ALL4 all-wheel-drive system, which is fitted as standard on the MINI John Cooper Works Countryman.

The MINI John Cooper Works GP occupies a special place in the brand's product range. A potent serving of motor sport technology makes this the fastest MINI ever to roll off the production line, its 211 hp turbocharged four-cylinder engine joining forces with a six-speed manual gearbox, adjustable coilover suspension, an ultra-powerful sports braking system, bespoke light-alloy wheels and sports tyres. The MINI John Cooper Works GP is designed as a two-seater, and a combination of its extra-low weight and optimised aerodynamic attributes helps to maximise performance; the sprint from rest to 60 mph is all over in 6.1 seconds. The extravagant sporting flagship of the MINI range will be produced in a limited run of 2,000 units, 500 of which have been set aside for MINI fans in the USA.