

Media information  
29 November 2016

## **MINI wins “Auto Trophy 2016”: class victory for the original in the premium segment of small cars.**

New generation of the MINI impresses readers of the automobile magazine “Auto Zeitung” with driving fun, efficiency and individual style.

**Munich.** The current MINI model generation is thrilling in day-to-day traffic, impressive on test drives – and repeatedly meets with broad-based approval in public surveys. The latest evidence that demonstrates the popularity of the original in the premium segment of small cars is its success in the “Auto Trophy 2016”. In the readers’ vote organised by automobile magazine “Auto Zeitung”, MINI won the import ranking in the category “City Cars/Small Cars”. The bestseller of the British premium brand stood up to competition from 17 rivals in its vehicle category, attracting 18.6 per cent of the total vote.

The “Auto Trophy” was awarded for the 29th time this year and almost 60,000 “Auto Zeitung” readers took part, as well as those of other international automobile magazines of the Bauer Media Group. In a total of 24 categories readers were able to select their favourites across numerous vehicle segments, as well as providing their input for the award of special prizes for design and brand identity.

The fact that MINI won an award in the import ranking of its segment was mainly due to advancements made with the change of generation in the areas of ride comfort, space, driving fun, efficiency, operation, driving assistance, connectivity and premium characteristics. In addition, the introduction of a second body variant added a fresh stimulus to attract new target groups. In the small car segment, in addition to the MINI 3 door (combined fuel consumption: 5.7 – 3.4 l/100 km; combined CO<sub>2</sub> emissions: 133 – 89 g/km), there is now also the new MINI 5 door (combined fuel consumption: 5.9 – 3.5 l/100 km; combined CO<sub>2</sub> emissions: 136 - 92 g/km).

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With four petrol and three diesel power units covering an output range of 55 kW/75 hp to 141 kW/192 hp, the engine portfolio likewise provides considerable diversity. What is more, the model range for the MINI 3 door has been extended to include a top athlete that is unique in this vehicle category. The MINI John Cooper Works (combined fuel consumption: 6.3 l/100 km, combined CO<sub>2</sub> emissions: 147 g/km) inspires genuine race track feeling even in everyday traffic with its 170 kW/231 hp turbo engine, a sports suspension complete with Brembo sports brake system, aerodynamically optimised exterior features and a cockpit in model-specific design with John Cooper Works sports seats.

For further details on official fuel consumption figures, official specific CO<sub>2</sub> emissions and power consumption of new cars, please refer to the "Manual on fuel consumption, CO<sub>2</sub> emissions and power consumption of new cars", available at all sales outlets, from Deutschen Automobil Treuhand GmbH (DAT), Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen and at <http://www.dat.de/angebote/verlagsprodukte/leitfaden-kraftstoffverbrauch.html>. Manual CO<sub>2</sub> (PDF – 2.7 MB)

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## The BMW Group

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 31 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

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

The success of the BMW Group has always been based on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.

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