



Press release  
04 April 2012

## **MINI at the New York International Auto Show 2012.**

US premiere for the MINI John Cooper Works Countryman – trade show appearance to mark the anniversary "10 years of MINI in the USA" – MINI announces construction of sporty model MINI John Cooper Works GP in limited edition.

**Munich/New York.** A fascinating retrospective and lots of promising future perspectives mark the appearance of the premium brand MINI at the New York International Auto Show (April 6th - 15th 2012). MINI was launched on the US automobile market ten years ago - the start of a rapid success story which led from the first premium small car to a family which has since grown to include six different models - now to be enriched with an additional member presented at the New York Auto Show itself. The tradition-steeped trade fair not only celebrates the brand's US anniversary but also sees the world premiere of the MINI John Cooper Works Countryman.

Prior to the New York International Auto Show, Dr. Kay Segler, Senior Vice President MINI Brand Management, also announced the world premiere of a limited-edition motorsport model at the MINI United Festival in May in Le Castellet, France. Visitors to the meeting of the worldwide MINI Community will get to see the MINI John Cooper Works GP there for the first time. With a particularly high-performance turbo engine, racing-oriented suspension technology and exclusive, aerodynamically optimized body components, the MINI John Cooper Works GP follows in the footsteps of its predecessor, which caused a stir back in 2005 as the most powerful and the fastest road-approved MINI at the time.

### **US premiere: the MINI John Cooper Works Countryman.**

The MINI John Cooper Works Countryman lines up for the start as an extremely sporty version of the first five-door MINI with four or five seats. For the first time, MINI merges the racing passion of a John Cooper Works model with the all-wheel drive system ALL4. "This is a remarkable automobile in many ways: it is the biggest MINI with the

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most powerful engine, it is fitted with all-wheel drive and it is the first John Cooper Works model to feature automatic transmission," says Dr. Kay Segler.

The MINI John Cooper Works Countryman is powered by a newly developed 4-cylinder engine with Twin Scroll turbocharger, direct petrol injection and variable valve control. The 1.6 liter engine delivers 160 kW/218 bhp (208 hp in the USA) and generates a maximum torque of 280 Newton meters, which can be temporarily increased to 300 Newton meters using the overboost function. In combination with all-wheel drive, this makes for extreme driving fun over every terrain. The MINI John Cooper Works Countryman accelerates in 7.0 seconds from zero to 100 km/h. Its standard fittings include an aerodynamic kit, 18-inch light alloy wheel rims, a sports chassis including lowered suspension, a sports exhaust system with chrome tailpipe trim and exclusive design features for both exterior and interior.

### **Special model for the USA: MINI 10 Years Anniversary.**

The second world premiere at the Auto Show in New York is dedicated to the tenth anniversary of MINI on the US automobile market. The MINI 10 Years Anniversary was designed especially for customers in the USA. Based on the MINI Cooper, the 121 hp 4-cylinder anniversary model expresses the pioneering spirit of the first premium small car as it set out to take the USA by storm. "As you would expect, it is available in three paint finishes: red, white and blue - the three colors which make up the national flag of the USA," says Dr. Kay Segler.

In addition, MINI also presents three new vehicle characters at the New York International Auto Show based on the MINI and the MINI Convertible. Their exclusive design and equipment features give each of them a highly expressive and distinctive personality. The MINI Baker Street embodies the brand's youthful, innovative and trend-setting style. The qualities particularly featured in the MINI Bayswater



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are athletic flair and a special talent for agile handling. The third model is the MINI Convertible Highgate, which expresses exclusivity and a modern interpretation of British style.

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### **The BMW Group**

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI, Husqvarna Motorcycles and Rolls-Royce brands. As a global company, the BMW Group operates 25 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2011, the BMW Group sold about 1.67 million cars and more than 113,000 motorcycles worldwide. The profit before tax for the financial year 2011 was euro 7.38 billion on revenues amounting to euro 68.82 billion. At 31 December 2011, the BMW Group had a workforce of approximately 100,000 employees.

The success of the BMW Group has always been built 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. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last seven years.

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