

MINI AT AUTO SHANGHAI 2017. TABLE OF CONTENTS.



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1. MINI AT AUTO SHANGHAI 2017: WORLD PREMIERE OF THE NEW MINI JOHN COOPER WORKS COUNTRYMAN.



The British premium brand MINI celebrates a world premiere at Auto Shanghai 2017 with the presentation of the MINI John Cooper Works Countryman. The motor show in the megacity on the East China Sea provides the setting for the first public appearance of the new MINI John Cooper Works Countryman (for the Chinese market combined fuel consumption: 7.4 l/100 km; combined CO₂ emissions: 175 g/km). The model is the ultimate partner for all those who wish to combine a desire for adventure, versatility and off-road capabilities with hallmark MINI go-kart feeling, supreme power and outstanding driving dynamics.

The China premiere of the new MINI John Cooper Works Countryman underscores the great importance MINI attaches to the International Automobile Industry Exhibition in Shanghai. China's biggest automotive trade show has been known as Auto Shanghai for more than three decades. It is held on an alternating basis with Auto China in Beijing and attracted new record numbers in 2015 with more than 900,000 visitors. The venue of the 17th Auto Shanghai is the China Expo Convention and Exhibition Complex. Here, more than 1,100 exhibitors from all over the world have some 350,000 square metres of space at their disposal in 13 halls, where they will be presenting new models, technical innovations, accessory products and services from 21 to 28 April 2017.

The new MINI John Cooper Works Countryman: versatility and off-road capabilities coupled with outstanding driving dynamics and race track feeling.

The second generation of the MINI Countryman is the most spacious and most versatile model in the range of the tradition-steeped British brand. And another superlative now applies to the power unit of the new MINI John Cooper Works Countryman: with an output of 170 kW/231 hp, it is the most powerful engine ever to be fitted in a MINI. In combination with the standard all-wheel drive system ALL4 and a robust vehicle concept, it ensures that the latest addition to the family of top John Cooper Works athletes takes the MINI experience to a whole new level – in terms of both race track feeling on the road and driving fun over unsurfaced terrain.

For the Chinese market, the new MINI John Cooper Works Countryman is offered as standard with an 8-speed Steptronic sports transmission, sprinting from 0 to 100 km/h in 6.5 seconds. The superior performance qualities of the new MINI John Cooper Works Countryman are likewise reflected in its elasticity on interim sprints, cornering agility and deceleration performance. This is the result of an overall package assembled with John Cooper Works racing expertise, which includes not just the engine and the efficiency-optimised all-wheel drive system but also a sports suspension with 18-inch John Cooper Works light alloy wheels and a Brembo sports brake system. Distinctive body features designed to optimise

the car's aerodynamic properties and cooling air intake and a model-specific cockpit with John Cooper Works sports seats round off the performance package of the new MINI John Cooper Works Countryman.

The MINI model range in China: on course for continued success with enormous diversity.

With the MINI John Cooper Works Countryman presented at Auto Shanghai 2017 in China, the current MINI generation presents a level of diversity that ensures driving fun in every way. As such, MINI continues its success story as the leading supplier of premium vehicles in the small car and compact segment. The incomparable blend of enthralling engine and suspension technology, unique quality, unmistakable design and a wide range of customisation options has helped raise MINI to cult status in this segment in the Chinese market, too. China is now the fourth largest MINI sales market.

The current MINI model family comprises five models, each of which embodies the thrilling MINI brand profile in its own distinctive and expressive way. In the small car segment, the MINI 3 (for the Chinese market combined fuel consumption: 6,3 – 5,2 l/100 km and combined CO₂ emissions of 149 – 124 g/km) door represents the brand's classic body concept, while the MINI 5 (for the Chinese market combined fuel consumption: 6,1 – 5,4 l/100 km and combined CO₂ emissions of 146 – 128 g/km) door meets the need for extended space and increased versatility. The MINI 3 door is offered on the Chinese market in the form of the MINI One, MINI Cooper, MINI Cooper S and MINI John Cooper Works. The MINI 5 door is available in the versions MINI One, MINI Cooper and MINI Cooper S. Meanwhile elegance and open-air pleasure coupled with driving dynamics and go-kart feeling are provided by the MINI Convertible, available in China as the MINI Cooper Convertible and the MINI Cooper S Convertible.

The MINI Clubman (for the Chinese market combined fuel consumption: 7 – 5,8 l/100 km and combined CO₂ emissions of 167 – 138 g/km) brings the core qualities of the legendary MINI to the premium compact segment, offering an outstanding level of everyday and long-distance suitability, versatility and ride comfort. The latter is available in China as the MINI One Clubman, MINI Cooper Clubman and MINI Cooper S Clubman and as well as the MINI John Cooper Works Clubman with all-wheel drive.

The MINI Countryman (for the Chinese market combined fuel consumption: 7,4 – 6,2 l/100 km and combined CO₂ emissions of 175 – 148 g/km) offers enthralling hallmark driving fun and individual style. With four doors, a large tailgate, five seats and the optional all-wheel drive system ALL4 it is the perfect partner in everyday traffic, on action-packed trips and even away from surfaced roads. On the Chinese market it is available in the versions MINI Cooper Countryman, MINI Cooper Countryman ALL4, MINI Cooper S Countryman, MINI Cooper S Countryman ALL4 and now also as the MINI John Cooper Works Countryman.

The MINI engine program for the Chinese automotive market comprises three petrol engines. They have three (MINI One, MINI Cooper) or four (MINI Cooper S

and MINI John Cooper Works) cylinders and are fitted with
MINI TwinPower Turbo Technology.

2. RACE TRACK FEELING, VERSATILITY AND OFF-ROAD CAPABILITY: THE NEW MINI JOHN COOPER WORKS COUNTRYMAN.



Enthralling race track feeling, generous space and versatility over all types of terrain.

The new MINI John Cooper Works Countryman is the brand's top athlete designed for the compact segment and fitted as standard with the all-wheel drive system ALL4. Race track feeling, driving dynamics, space, versatility and functionality are its outstanding strengths. The engine, transmission, all-wheel drive, suspension, aerodynamics and cockpit design are not just geared towards top performance, they are also precisely harmonised with the vehicle concept of the MINI Countryman. As a result, the latest John Cooper Works model is an overall package for thrilling performance that has been assembled with racing expertise.

Engine with racing genes and 8-speed Steptronic sports transmission for optimum performance.

The 2.0-litre 4-cylinder engine is fitted with MINI TwinPower Turbo Technology, petrol direct injection, fully variable valve control VALVETRONIC and variable camshaft control (double VANOS). The engine puts its maximum torque of 350 Newton metres on stream between 1,450 and 4,600 rpm. The peak output of 170 kW/231 hp is reached from 5,000 to 6,000 rpm.

The engine's other distinctive features include specific pistons, a large charge-air cooler and an additional coolant radiator. There is also a sports exhaust system. For the Chinese market, the new top athlete comes as standard with an 8-speed Steptronic sports transmission that is operated with a distinctively designed selector lever and also by means of shift paddles at the steering wheel. It offers particularly short shift times and a Launch Control function for traction-optimised sprint manoeuvres from standing.

From the dirt road to the race track thanks to the all-wheel drive system ALL4.

The car's high performance can be put to versatile use. This is due to the all-wheel drive system ALL4, which not only optimises traction on unsurfaced terrain but also enhances ride stability in adverse weather conditions and improves agility when taking bends dynamically on the race track. The system's electronic control unit is linked to the DSC (Dynamic Stability Control), ensuring a consistently fast and precise response at all times in distributing the drive torque between the front and rear wheels. In order to reduce the torque loss that occurs when drive power is transferred to the rear axle, the new MINI John Cooper Works Countryman uses active DSC and the brand's characteristic front-wheel drive in normal situations on the road. Only when necessary does the hang-on clutch relay drive torque to the rear wheels.

Sports chassis for maximum agility when sprinting, on bends and during braking manoeuvres.

The high-quality suspension technology of the new MINI John Cooper Works Countryman is harmonised with the top athlete's high engine output as well as its long wheelbase, large track and low centre of gravity. The car features a model-specific combination of a single-joint spring strut at the front and a multilink rear axle. The speed-related Servotronic steering support – likewise a standard feature – promotes precise handling on bends and comfortable manoeuvring at low speeds. The sports brake system designed in collaboration with specialist manufacturer Brembo comprises 4-piston fixed caliper disc brakes at the front, finished in red and bearing the John Cooper Works logo. This guarantees consistently high deceleration figures even when subjected to intense use. The standard trim also includes 18-inch John Cooper Works light alloy wheels in Black Thrill Spoke.

MINI Driving Modes and Dynamic Damper Control for an individualised set-up.

The standard MINI Driving Modes enable a vehicle set-up that is geared towards both the situation on the road and the driver's individual preferences. A rotary switch at the base of the selector lever is used to activate the settings SPORT, MID and GREEN. This influences the characteristic curves of the accelerator pedal and steering, the engine acoustics and the shift characteristics of the 8-speed Steptronic sports transmission, as well as the Dynamic Damper Control set-up. GREEN mode is designed for comfortable yet efficiency-optimised driving, also supported by the coasting function of the transmission.

Exterior: clear styling indications of versatile athleticism.

The exterior design of the new MINI John Cooper Works Countryman expresses the model's distinctive combination of extreme athleticism and exceptional versatility. The proportions of a dynamic all-round sports car are further emphasised by model-specific features, in particular including the John Cooper Works Aerodynamics Kit. The large cooling air inlets on the front apron contribute to the car's powerful appearance.

The standard roof rails and the model-specific roof spoiler underscore both the height of the body and the fact that its design is geared towards optimum aerodynamic balance. The side turn indicator surrounds known as side scuttles bear a red accentuation line and the John Cooper Works logo, as does the hexagon radiator grille, while the logo also appears on the tailgate. Four non-metallic and six metallic variants are available to choose from for the paint finish. Here, Rebel Green is an option reserved exclusively for John Cooper Works models, as is the contrasting paint finish for the roof and exterior mirror caps in Chili Red.

Interior: more space for captivating racing passion.

In the interior, high performance can be experienced on five fully-fledged seats and in a fascinating sports car ambience. In addition to the John Cooper Works sports seats, race track feeling is also created by the John Cooper Works sports steering wheel with multifunction buttons, the John Cooper Works selector lever and the anthracite-coloured roof liner. The rear seats with a 60 : 40 split function can be shifted longitudinally. Further versatility is provided by foldable backrests which are tilt-adjustable and offer a 40 : 20 : 40 split.

Exceptional athlete with exclusive fittings.

The exceptional standing of the new MINI John Cooper Works Countryman in both the premium compact segment and the brand's model program is underscored by its exclusive equipment items. The standard LED headlamps not only optimise visibility but also add a striking contour that defines the appearance of the vehicle's front section. The daytime driving light is generated by a band of light running entirely around each headlamp, likewise using LED technology. Standard features also include cruise control with brake function as well as the Radio MINI Visual Boost including USB socket and operation via MINI Controller on the centre console, and there is also a 6.5-inch screen in the central instrument that displays a start motif specific to John Cooper Works when the driver gets in the car.

Modern driver assistance systems, high-quality options for comfort and individual style.

The driver assistance systems developed for the current model generation enhance comfort and safety in the new MINI John Cooper Works Countryman, too. The standard collision warning with city braking function can be extended to include the Driving Assistant system with camera-based active cruise control, pedestrian warning with initial brake function, high beam assistant and road sign detection. Other features to choose from include Park Distance Control with sensors at the front, rear view camera and Parking Assistant.

The specific John Cooper Works content of the Head-Up-Display shows details of speed, detected speed limits and overtaking bans, current navigation directions and Check Control messages, as well as feedback from the driver assistance systems and lists of telephone contacts and entertainment programs. The currently selected gear is also shown, as is a multi-colour engine speed scale complete with shift point signal. The full range of optional equipment items for the MINI Countryman is also available.

Hi-fi speaker system, navigation systems and central instrument with touchscreen.

Other options include the Harman Kardon hi-fi speaker system, the MINI navigation system and the MINI navigation system Professional. The features of the Wired package including MINI navigation system Professional comprise the Touch Controller on the centre console and an 8.8-inch colour touchscreen in the central instrument.

3. ON COURSE FOR CONTINUED SUCCESS WITH ENORMOUS DIVERSITY: THE CURRENT MINI MODEL PROGRAM IN CHINA.



China has long become established internationally as one of the key markets for MINI automobiles. 34,169 MINI were sold there in 2016, a share of 9.5 per cent of the brand's sales as a whole. This makes China the fourth biggest market in the world for MINI after the UK (70,239), the USA (52,030) and Germany (42,704).

China is a growth market and the gains there have been impressive. In 2016, for example, 3,283 more units were sold than in the previous year – an increase of 10.6 per cent. A key factor in this success story in China is the current MINI family with its five models, linking the brand's fascinating profile to five entirely distinct characters. By far the most popular model in China last year was the MINI 3 door with 12,078 units sold, followed by the MINI 5 door with 9,895 units.

The top-seller with a claim to leadership as befits the original: the MINI 3 door.

The MINI 3 door represents the brand's classic body concept in the small car segment, underpinning its claim to leadership with driving fun, quality and individual flair in all the relevant areas. On the Chinese automotive market there are four petrol engines available to choose from for this model, with three (MINI One with 75 kW/102 hp and MINI Cooper with 100 kW/136 hp) or four cylinders (MINI Cooper S with 141 kW/192 hp and MINI John Cooper Works with 170 kW/231 hp).

The MINI One and MINI Cooper S are available both with the standard 6-speed manual transmission and an optional 6-speed Steptronic transmission. The MINI Cooper and the MINI John Cooper Works are fitted with the 6-speed Steptronic transmission as standard, enabling fast gear shifting.

More space for even more fun in day-to-day life: the MINI 5 door.

The MINI 5 door offers impressive extended versatility for day-to-day driving. Its additional functionality derives from an extended body length, two additional doors and three seats at the rear. The MINI 5 door combines hallmark brand driving fun, distinctive charisma and product substance with additional possibilities arising from the expanded space available. The MINI 5 door sets the benchmark in the small car premium segment when it comes to legroom and headroom, as well as in the area of luggage compartment volume.

Dynamic driving fun combined with increased versatility is provided by the MINI 5 door in the form of the MINI One with standard 6-speed manual transmission or optional 6-speed Steptronic transmission and as the MINI Cooper and MINI Cooper S, which come as standard with the 6-speed Steptronic transmission. High-quality suspension technology geared towards extensive

driving fun – optionally also with adjustable dampers – ensure hallmark MINI go-kart feeling and optimised ride comfort in both the MINI 5 door and the MINI 3 door.

Always on the sunny side: the MINI Convertible.

The MINI Convertible provides an open-air experience of a particularly intense nature. In the form of the MINI Cooper and MINI Cooper S with standard 6-speed Steptronic transmission, it combines agility, dynamic performance and ride comfort for a unique open-top feeling. Still the only premium convertible in the small segment, it offers driving pleasure on four seats combined with the characteristic MINI qualities in the area of sporty flair, efficiency, comfort, functionality, safety and finish quality.

The MINI Convertible features a high-quality textile roof with fully electric and very quiet motor, fully automatic open/close mechanism and a sliding roof function. The soft top and side windows open or close within 18 seconds, and this operation can also be carried out during travel at speeds of up to 30 km/h. A fixed element of the MINI safety concept specific to the convertible model is the invisibly integrated rollover protection which extends automatically if required.

Versatility and comfort in everyday driving and over long distances: the MINI Clubman.

As an innovative vehicle concept for the premium compact segment, the MINI Clubman uniquely combines functionality and suitability for both everyday driving and long-distance travel with driving fun, premium charisma and individual flair. In China, the interpretation of the tradition-steeped shooting brake concept adapted to the demands of the compact class is launched in the form of the MINI One Clubman, MINI Cooper Clubman, MINI Cooper S Clubman and MINI John Cooper Works Clubman. With four doors and the characteristic split doors at the rear, five fully-fledged seats and a generously sized, versatile interior, the new MINI Clubman meets all the requirements of the compact class in terms of functionality and day-to-day use in its own unconventional way.

Power transmission is via the standard 8-speed Steptronic transmission, while the MINI John Cooper Works Clubman is fitted with the 8-speed Steptronic sports transmission. This makes for especially fast shifts, enabling maximum driving fun and dynamic performance. What is more, the larger spread and smaller engine speed steps provide even more favourable conditions for efficient, convenient and sporty driving.

Ride comfort and hallmark go-kart feeling is provided by the MINI Clubman due to its high-quality suspension technology – unique within the competitive field – consisting of single-joint strut front axle and a multilink rear axle optimised on a model-specific basis. The generously sized track promotes agility and transverse dynamics, while the electromechanical power steering with standard Servotronic function ensures a particularly precise drive response.

Driving fun at all time and on all surfaces: the MINI Countryman.

The new MINI Countryman is the biggest and most versatile model in the 57-year history of the tradition-steeped British brand. Its exceptional standing within the immediate competitive field is due to its expressive design, its structured body and the unsurpassed agility of its driving properties. What is more, it combines spatial comfort on five fully-fledged seats with a generously sized storage volume and a high degree of versatility for luggage transport. The raised seating position also ensures an excellent view and hallmark driving fun.

In China, the all-rounder capable of handling everything from asphalt to dirt tracks is available in the form of the MINI Cooper Countryman, MINI Cooper Countryman ALL4, MINI Cooper S Countryman, MINI Cooper S Countryman ALL4 and now also the MINI John Cooper Works Countryman. While the MINI Cooper Countryman is offered for the Chinese market as standard with a 6-speed Steptronic transmission for putting the torque on the road, this function is performed in the new MINI John Cooper Works Countryman by an 8-speed Steptronic sports transmission. All the other MINI Countryman versions are fitted with the 8-speed Steptronic transmission as standard.

The version of the all-wheel drive system ALL4 fitted in the MINI Countryman in particular not only reacts quickly and precisely to changing situations, it is also compact and offers a high level of internal efficiency. It consists of a power take-off unit integrated in the front axle differential, a propeller shaft leading to the rear axle and a hang-on clutch that ensures precisely measured and needs-based transmission of the drive torque to the rear wheels.

The system's electronic control is interconnected with the Dynamic Stability Control DSC, so it detects any need to adapt power distribution early on. In this way, ALL4 optimises both traction and stability in adverse weather and road surface conditions, as well as ensuring improved agility when taking bends in dynamic style.

In case of queries please contact:



Dominik Schaidnagel
Communications MINI
Phone: +49-89-382-50181
Fax: +49-89-382-28567
E-Mail: dominik.schaidnagel@mini.com



Andreas Lampka
Head of Communications MINI
Phone: +49-89-382-23662
Fax: +49-89-382-28567
E-Mail: andreas.lampka@mini.com

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 2016, the BMW Group sold approximately 2.367 million cars and 145,000 motorcycles worldwide. The profit before tax was approximately € 9.67 billion on revenues amounting to € 94.16 billion. As of 31 December 2016, the BMW Group had a workforce of 124,729 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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