

Media information

01 April 2017

New accessories for the MINI Convertible: The John Cooker Works Package.

MINI special projects has cooked up an innovative accessories package for the MINI Convertible. From April 2017, customers can equip their MINI Convertible with the MINI John Cooker Works Package.

Oxford. From April 2017 the MINI Convertible can be fitted with the new John Cooker Works package and turned into a mobile street vendor. The MINI Convertible receives a solid-oak food sales and preparation surface. This features an induction cooker with integrated fume hood. The vehicle's generously proportioned 160 - 215 litre luggage compartment of the MINI Convertible stores the required cooling technology, whilst a high-voltage Natural Food Nanotechnology® battery ensures power supply and is charged by the standard brake energy regeneration system while driving. Food waste is further utilised by the NFN® battery system to sustainably power the unique vehicle.

The solid-wood surface made from sustainably grown oak in Cornwall, folds to fit the contours of the interior when the roof is down and serves as a stable storage for food and beverages in spite of the light-weight construction technology used. The package meets all food regulation requirements and can be used for hot and cold dishes alike. Customers selecting this new pack benefit from a highly flexible food sales vehicle, with a menu of applications including selling sushi, ice cream or fresh juices.

Only the driver's seat needs to be folded down in order to install the MINI John Cooker Works Package. This creates an amazing amount of space under the solid-oak surface which can be used for storing ingredients and cooking utensils. Should the weather suddenly turn, the convertible roof can be closed in only 18 seconds with the food surface in place.

Potential customers could include start-ups looking to prepare their culinary masterpieces directly in front of their customers' eyes, or kiosk operators who need a spacious food presentation area, the

Company
Bayerische
Motoren Werke
Aktiengesellschaft

Postal address
BMW AG
80788 München

Telephone
+49-89-382-50181

Internet
www.bmwgroup.com



Media information

Date 1 April 2017

Topic New equipment package: The MINI Convertible becomes the MINI Cooks and Works Convertible.

page 2

MINI Convertible with John Cooker Works Package offers countless opportunities for businesses.

The introductory price is €1.959,00 / \$ 1.959,00 / £ 1.959,00 and the package can be ordered at selected MINI partners as of today.

“The strikingly painted and backlit mirror caps and side scuttles in Citrus Yellow give the MINI Convertible an sharp street food look. We applied the knowhow we gained from our MINI Yours vehicle personalisation programme”, says Tam Bree of the MINI Design Team.

The Sport Stripes for the John Cooker Works Package are in Chilli Red and Berry Blue.

“Street food businesses are a great complement to established restaurants and offer their customers fantastic variety. However, typical street food trucks are often too big and cumbersome for our city centres. The MINI Convertible can be used by street food vendors to whisk their food directly to the customer and even right onto festival grounds”, says Harry Chinn from MINI Business Innovation.

The John Cooker Works Accessory Package perfectly matches the Salt, Pepper and Chilli MINI equipment packages.

“The MINI Convertible is now even more unique than ever before and is the smallest multifunctional food truck in the world”, says Adam Zapple, Head of Development of MINI Special Vehicles.

Be it on the streets of Shanghai, in front of Barcelona’s office blocks or whipping around tourist hotspots in London, the MINI Convertible with John Cooker Works Package is an eye catcher making life hard for the burger van chips or the corner café.

Media information

Date 1 April 2017

Topic New equipment package: The MINI Convertible becomes the MINI Cooks and Works Convertible.

page 3

For further details on official fuel consumption figures, official specific CO₂ emissions and power consumption of new cars, please refer to the "Manual on fuel consumption, CO₂ 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 CO₂ (PDF – 2.7 MB)

Corporate Communications

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.

www.bmwgroup.com

Facebook: <http://www.facebook.com/BMWGroup>

Twitter: <http://twitter.com/BMWGroup>

YouTube: <http://www.youtube.com/BMWGroupview>

Google+: <http://googleplus.bmwgroup.com>