

MINI at the 2013 Frankfurt International Motor Show (IAA). Contents.



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1. MINI at the 2013 Frankfurt International Motor Show (IAA). (Short version)



With seven models and up to eight engine variants, a uniquely diverse range of paint finishes, interior designs and options and a constantly growing program of accessories, the British brand MINI sets the benchmark for individualised driving pleasure more than ever before. The original within the premium segment of small cars has now established itself in the compact class and penetrated additional target groups with the MINI Countryman and also the MINI Paceman, the model which was successfully launched this year. In so doing, MINI continues its tradition as a supplier of globally successful and classless automobiles which it started more than 50 years ago.

At the Frankfurt Motor Show (IAA), MINI presents the full breadth of its model range. This includes the models launched under the John Cooper Works brand. The selection of top-level sports cars for extreme driving fun now also extends to seven models. Visitors to the IAA from September 12th to 22nd 2013 will also have the opportunity to see the latest new additions to the Original MINI Accessories program. The highlights in this product area include the world's first ever retrofit 25-watt xenon headlamp for selected MINI models, the new generation of the portable navigation system developed especially for MINI and the new MINI child seats.

Globally unique: increased safety when driving at night with retrofit 25-watt xenon headlamp.

The Original MINI Accessories program includes a range of perfect ways to selectively highlight and enhance the expressive design, sporty driving properties and functionality of a MINI. MINI is now the world's first automobile manufacturer to offer a retrofit xenon headlamp with an output of 25 watts and manual height adjustment. This gives owners of a MINI, MINI Clubman, MINI Convertible, MINI Coupé and MINI Roadster a low-cost option to add a highly effective and efficient light source to their automobile at a later stage. In terms of quality, luminosity and range, the retrofit headlamps are identical to the xenon light available for MINI as a special equipment feature ex works. They also offer a much longer service life and lower energy consumption than the standard halogen lamps. Another new addition to the range of exterior accessories is the LED daytime running light, likewise designed for retrofit. An innovative solution both technologically and visually, it comes in the form of a combined fog light, side light and daytime running light in full LED. Other new

additions to the Original MINI Accessories program include the Navigation Portable XL system with 4.3-inch display, integrated TMC Premium traffic jam warning and innovative holder for integration in the cockpit of all MINI models.

Safety and comfort for the youngest MINI fans: new MINI child seats.

The new MINI child seats provide even greater safety and comfort for the very youngest fans of the brand. They are available in three versions covering the age range between 0 and 12. The models MINI Baby Seat 0+ and MINI Junior Seat 1 are each fitted with an ISOFIX attachment system, while the MINI Junior Seat 2/3 has connectors for the ISOFIX anchorage point. In all seat variants there are innovative integrated airpads to protect the child's head from lateral forces. The new MINI child seats are offered in two colour versions. The colour Vivid Green is available in addition to a modern interpretation of the traditional Union Jack motif in vintage look.

Driving fun and individual style: the current MINI model range.

The MINI brand epitomises driving fun, agility, expressive design, premium quality and individual style the world over. The diverse product portfolio bears out the status of MINI as a supplier of automobiles which authentically express both the unmistakable style of the brand and the personality of the car's owner. With the ongoing expansion of its model program to include innovative vehicle concepts, MINI has created more and more different ways of experiencing the brand's distinctive qualities.

The classic MINI vehicle concept is defined by powerfully expressive design combined with drive and suspension technology that is geared towards enthralling agility. The same applies to the MINI Clubman, which additionally offers extended space - a bonus that is given especially marked emphasis in the MINI Clubvan, the first premium transport vehicle in its class. As a purebred two-seater, the MINI Coupé embodies a thoroughly sporty style. With the MINI Convertible and the MINI Roadster, motorists are offered two ways of enjoying the brand's typical driving fun in an open-top premium small car. And there are also two models now representing the brand's venture into a new market segment. The trailblazer here was the MINI Countryman, the first model of the brand to be fitted with four doors, a large tailgate and space for up to five occupants. As of this year, this agile all-rounder is now joined by the MINI Paceman, the world's first ever Sports Activity Coupé in the premium compact segment. The all-wheel drive system ALL4 specially developed for MINI is also available for the MINI Countryman and the MINI Paceman. With supreme traction and enhanced agility on bends, it adds yet another distinctive touch to the authentic driving fun offered by MINI.



2. Retrofit lighting, signposts to go, ideal seats for youngsters: new additions to the Original MINI Accessory program.

The latest additions to the Original MINI Accessory program once again underscore the innovative character of the British premium brand, reflected not just in exceptional automobile concepts but also in an extensive and attractive range of retrofit products. MINI is now the world's first automobile manufacturer to offer a retrofit xenon headlamp with an output of 25 watts and manual height adjustment. This gives owners of a MINI, MINI Clubman, MINI Convertible, MINI Coupé or MINI Roadster a low-cost option to add a highly effective and efficient xenon light source to their automobile at a later stage.

In terms of quality, luminosity and range, the retrofit headlamps are identical to the xenon light available for MINI as a special equipment feature ex works. They shed a bright light with a bluish tone and a colour temperature of 4 500 Kelvin, providing a much-enhanced subjective sense of safety at night due to intensive illumination of the road and precise light distribution. They also offer a much longer service life and lower energy consumption than the standard halogen lamps.

The main difference as compared to the xenon headlamps available ex works is the reduced light flux of 2,000 lumen. This makes it possible to install the headlamps without retrofitting the headlamp cleaning system and using manual range control. By contrast, the 35-watt xenon headlamps available as an optional extra can only be fitted with an automatic height control function due to legal specifications.

The trim covers of the retrofit xenon headlamps are in Titanium Grey - a finish exclusively developed for this accessory product. As an alternative, technically identical black xenon headlamps are available which highlight the car's sporty look and are therefore a perfect match for the Black Line lights also offered as part of the Original MINI Accessories program. The integrated turn indicators are fitted with Silverision lamps whose yellow light tone can only be seen when they are active.

Sales and installation of the xenon headlamps offered as part of the Original MINI Accessories program are taken care of by the MINI dealer network, MINI sales subsidiaries and MINI service centres. The installation time for changing the headlamps is just 0.5 hours. What is more, retrofitting these items has no

impact whatsoever on the warranty terms as applicable to the vehicle in question.

MINI LED daytime running light - making three out of two.

Another new exterior feature is the MINI LED daytime running light, likewise available for retrofit. An innovative solution both technologically and visually, it comes in the form of a combined fog light, side light and daytime running light in full LED. Its bright white light (colour temperature: 6 000 Kelvin) optimises visibility in fog as well as making the car easier to see at all times of the night and day. The use of the daytime running light function also enables significant energy savings as compared to driving with the low beam headlamps switched on.

When retrofitted, the LED lights available for all current MINI models replace the fog lamps with integrated side lights offered as an optional extra and provide a third function with the daytime running light. Both during the day and in the dark, they ensure a distinctive look typical of MINI. Their high-end finish includes an aluminium housing, a transparent light disc, a horizontal bar bearing the MINI inscription and state-of-the-art LED technology in brand-specific design. The daytime running light is produced in a homogeneously illuminated ring shape by means of full-circle light conductors fed by 15 LED units. When the side lights are switched on, only five LED units are active in the upper third of the ring. The fog lamps use LED reflector technology and fill the entire space of the headlights.

Obeys every command and always knows the way: Navigation Portable XL for MINI.

In hallmark MINI design with a large-format screen and cutting-edge technology for route guidance and route display, the new Navigation Portable XL is a highly practical travel companion for use in the MINI. The portable device is positioned on a swivel-mounted holder with concealed wiring above the steering wheel, immediately adjacent to the engine speed display. It is inserted simply by means of Click & Drive before setting off and is then ready to use right away.

The 4.3-inch screen of the Navigation Portable XL is surrounded by a housing finished in matt black which bears the MINI inscription at the bottom. The start screen shows the MINI logo, while the car's position is shown on the map in the form of a three-dimensional MINI model. There are four such display models to choose from.

The destination can be entered via touchscreen or using an integrated voice recognition function. The Navigation Portable XL is able to calculate routes very quickly. A splitscreen function enables simultaneous display of the map view and recommended lane. The 'junction view' function shows junctions in the form of a photorealistic graphic.

The integrated traffic congestion warning system TMC Premium can be enhanced to provide real-time traffic information via a smartphone link. Precise information - including traffic flow on potential alternative routes - is received online via smartphone using the relevant app and transferred to the Navigation Portable XL via Bluetooth connection. The Bluetooth phone connection also enables use of the hands-free facility for safe and convenient communication while driving.

The Navigation Portable XL has a powerful lithium-ion battery that is charged during travel. This means the device can also be used as a pedestrian navigation system for the last stage of the journey - from where the car is parked to the user's ultimate destination. The Navigation Portable XL comes with pre-installed maps for the European road network. The current MINI dealership index is also included as well as some six million points of interest. The maps can be updated online free of charge.

Secure and comfortable: the new MINI child seats.

With a new generation of child seats, even the very youngest MINI fans can enjoy a driving experience which is both safe and fun. They are available in three versions covering the age range between 0 and 12. The models MINI Baby Seat 0+ and MINI Junior Seat 1 are each fitted with an ISOFIX attachment system, while the MINI Junior Seat 2/3 has connectors for the ISOFIX anchorage point. In all seat variants there are innovative integrated airpads to protect the child's head from lateral forces.

The new favourite seat for the youngest ones goes by the name of MINI Baby Seat 0+ and is designed for passengers aged from 0 to approx. 15 months weighing up to approx. 13 kg. The system comprises a portable baby carrier with a removable sun protector and the ISOFIX base mount which can also be used for the MINI Junior Seat 1. Alternatively, the seat pan can be attached using the seat belt. Safe, convenient fastening of the little passengers in the seat pan is facilitated by a 5-point belt system and magnetic buckle links. Single-handed adjustment with an easily visible display ensures convenient and simple adjustment of the belt height to fit the child. The seat pan of the MINI Baby Seat 0+ is also suitable for use on aircraft seats.

The MINI Junior Seat 1 is perfect for children aged between approx. ten months and about three and a half years, weighing approx. 9 to 18 kg. In this system, a seat pan which perfectly matches the height of the child is attached to the ISOFIX base mount. The MINI Junior Seat 1 can be attached in a forward or backward direction. This seat type also features a 5-point belt system with magnetic buckle links and single-handed adjustment so that it is simple and convenient to ensure the youngsters enjoy optimum restraint.

The third new seat type is for MINI fans aged between 3 and 12 and weighing approx. 15 to 36 kg, or between approx. 95 and 150 centimetres tall. The MINI Junior Seat 2/3 is attached using the 3-point belt and can be additionally fixed to the car's ISOFIX anchorage point by means of special connectors. The seat's tilt angle adapts to the contour of the car seat and a patented folding function makes it convenient to transport outside the car, too. The MINI Junior Seat 2/3 also features a patented height adjustment function for single-handed operation. The backrest and sides are connected in such a way that if the seat height is adjusted, the width of the seat adapts automatically. In this way the shape of the MINI Junior Seat 2/3 is able to keep pace with the growth of the child. The height adjustment function also ensures optimum shoulder belt guidance.

The new MINI child seats are offered in two colour versions. The colour Vivid Green is available in addition to a modern interpretation of the traditional Union Jack motif in vintage look. Another specific feature of the new MINI child seat series is their highly resilient and easy-to-clean surface material.

The new products of the Original MINI Accessories program provide additional ways to selectively highlight and further enhance the expressive design, sporty driving properties and functionality of a MINI. All retrofit products of the Original MINI Accessories range reflect the excellent standards of the BMW Group in terms of design, quality and safety.

3. More driving fun, more diversity: the current MINI model range.



At the IAA in 1997, the concept study of a MINI Cooper for the 21st century heralded a new era for the small car segment. 16 years later, MINI presents the largest ever selection of small and compact premium automobiles at the world's leading motor show in Frankfurt. Never before have there been so many different ways of experiencing the fun of driving in the unmistakable style of the British brand. Each one of the seven current models exhibits individual strengths along with its own distinct character. But at their core they are one thing above all else: a MINI.

As the model family has grown, so too has the popularity of the British brand. MINI is now successfully represented in more than 100 automobile markets throughout the world - and the British brand is regarded everywhere as the epitome of enthrallingly agile handling, expressive design, premium quality and individual flair. Over 2.5 million MINI automobiles have been sold worldwide since the brand was relaunched. The status of the MINI as the ultimate original in the small car segment has remained unchanged, and it continues to be the only supplier of independently developed premium automobiles in this category. What is more, the brand has ventured a successful thrust into a new vehicle category with the MINI Countryman and the MINI Paceman, thereby winning over additional target groups.

Extensive engine portfolio – including ten years of diesel engines.

Inspiring driving fun based on high-quality drive and suspension engineering, combined with exemplary efficiency thanks to extensive MINIMALISM technology - this is a major factor accounting for the irresistible character of MINI. The current engine portfolio comprises up to seven types, depending on the model. The output range of the petrol engines goes from 55 kW/75 bhp in the entry-level version of the MINI One through to 135 kW/184 bhp in the MINI Cooper S. For ten years now, the engine program has also included highly efficient diesel power units. These cover an output range of 66 kW/90 bhp in the MINI One D to 82 kW/112 bhp in the MINI Cooper D and 105 kW/143 bhp in the MINI Cooper SD. As an alternative to the 6-speed manual transmission, all models except for the entry-level petrol and diesel variants are available with an optional 6-speed automatic transmission. What is more, the all-wheel drive system ALL4 specially developed for MINI is also available for the MINI Countryman and the MINI

Paceman. With ALL4, typical MINI driving fun gains the additional dimension of supreme traction and optimised ride stability in all weather and road conditions, not to mention precisely controlled power distribution for sporty, agile cornering.

A special offer for MINI fans with a love of motor racing is provided by the models offered under the John Cooper Works brand. The selection of top-level sports cars for extreme driving fun now also extends to seven models. With their drive and suspension technology derived directly from motor racing, an aerodynamically optimised exterior and a specific interior styling, the John Cooper Works models generate an authentic race feeling. In the MINI John Cooper Works Countryman and the MINI John Cooper Works Paceman, the 4-cylinder turbo engine produces a peak output of 160 kW/218 bhp that is transferred to the road by the all-wheel drive system ALL4 to suit the given situation. All other John Cooper Works models have front-wheel drive and the 155 kW/211 bhp version of an engine which was developed on the basis of motor racing expertise.

Seven automobile concepts with typical MINI character and maximum individual flair.

All MINI models are defined by the brand's British origins, a history that goes back more than 50 years, a vehicle concept geared towards maximum driving fun, an awareness of individual style and a commitment to premium quality. Top-quality engine and suspension technology guarantees the characteristic go-kart feeling, combined with exemplary fuel consumption and emission figures. The extensive range of customisation options is also typical of the brand. The program of special equipment features and Original MINI Accessories offer plenty of scope for enhancing motoring fun, comfort and functionality according to individual needs. There is also an unusually wide selection of exterior paint finishes, interior colours, seat covers and trim variants to reflect personal style in both the exterior and interior design of the car.

In its most original form, the current MINI combines agile handling - known as the go-kart feeling - with contemporary efficiency, uncompromising premium quality and an extensive range of opportunities for customisation. It has become established worldwide as a classic symbol of driving fun in urban traffic, as well as being a crucial element within its drivers' mobile lifestyle.

Another integral feature of the model program is the MINI Clubman, whose longer wheelbase provides extended space. Due to its versatility, the MINI

Clubman is a modern interpretation of traditional shooting brake concept confirming both the car's sportiness and function with a stretched and sleek roofline and the steep panel at the back. As compared directly to the MINI it offers 24 centimetres more body length and a wheelbase which is 8 centimetres longer, as well as an innovative door concept that makes the brand's typically creative use of space even more convenient. One functional benefit is the expanded leg room for rear passengers, but the enlarged body also prepares the ground for a whole new range of potential uses. An impressive example here is the MINI Clubvan, the first premium transport vehicle of its class which demonstrates a sense of individual style in urban traffic for delivery purposes, too, featuring two seats and a particularly spacious rear compartment.

The MINI Coupé was designed for focused driving fun to be enjoyed by two people. As the first 2-seater in the brand's current model program, the MINI Coupé reveals its athletic character at first sight. Powerful engines, a specific suspension set-up, harmonious weight distribution, a rigid body structure and optimised aerodynamic properties including an active rear spoiler all guarantee the most refined go-kart feeling that is typical of MINI. The model's distinctive characteristics are reflected in a flat silhouette and a powerfully expressive "helmet roof". What is more, the MINI Coupé displays outstanding versatility with its extremely high-opening tailgate and large 280-litre luggage area including through-loading facility to the rear.

With the MINI Convertible and the MINI Roadster, motorists are offered two ways of enjoying the brand's typical driving fun in an open-top premium small car. With authentic brand-style proportions, elegant lines, an electrohydraulically powered roof mechanism and a wealth of clever details, the MINI Convertible offers a particularly relaxed drive on the sunny side of everyday traffic. In sliding roof mode, its high-end textile soft top can be moved back by up to 40 centimetres to ensure a carefully controlled supply of fresh air - or else opened entirely in just 15 seconds, also at the press of a button. In the MINI Convertible the driver can share open-top motoring fun with up to three passengers - two more than in the MINI Roadster, which offers an uncompromisingly sporty style for spontaneous open-air enjoyment. A low centre of gravity, two seats and the manual opening mechanism of its soft-top define the purist character of the MINI Roadster. A semi-automatic open and close mechanism is optionally available for the roof in this model.

MINI has created additional stimuli for consistent growth on the international automobile markets with its successful advance into a new vehicle segment.

As the first model of the British brand to measure more than four metres, and optionally available with all-wheel drive, the MINI Countryman has conquered the roads and tracks beyond city traffic, thereby penetrating new target groups, too. With four doors, a large tailgate and a variable interior with space for up to five occupants, the MINI Countryman offers an attractive bonus in terms of functionality. The model's sporty handling properties are typical of the brand, allowing MINI to set the benchmark for driving fun in this segment as well.

This agile all-rounder is now joined by the MINI Paceman, the world's first ever Sports Activity Coupé in the premium compact segment. With its strikingly powerful proportions, dynamically stretched lines, two doors and high-opening tailgate, it is the athletic individualist of its category. Inside the MINI Paceman, passengers on the two individual seats at the rear also enjoy generous space, excellent lateral support and exceptional comfort in a lounge-style ambience.

Typical MINI: quality, safety, style and innovative in-car infotainment.

All the current MINI models combine the character and unmistakable design so typical of the brand with fascinating driving fun, consistently optimised safety and excellent quality of finish. Like the MINI Cooper before it, the MINI Country also scored the highest rating of five stars on the Euro NCAP crash test. MINI also sets standards with an unsurpassed range of customisation options. Driving a MINI is not just a matter of getting from A to B, but rather an expression of one's very own personal style. The many ways of customising the MINI provide a wide range of opportunities to express one's personal taste and preferences.

Another MINI hallmark is the innovative range in-car infotainment. With MINI Connected, the British manufacturer of premium small cars emphasises its leading role in the intelligent networking of driver, automobile and the outside world. The integration of telecommunications, entertainment and online functions as offered by modern smartphones helps make driving a MINI more fascinating, convenient and entertaining. And cutting-edge interface technology guarantees uniquely effective preparation for the future, too. Already including extensive services for intensive driving fun and maximum efficiency, web radio, the use of Facebook and Twitter, RSS newsfeed reception, Google Services and the functions of Mission Control and Dynamic Music, the existing range has now been permanently expanded, not least with the integration of MINI Connected ready Apps. The very latest developments

in this area include the apps for the location service Glympse and for the entertainment services Audible, TuneIn Radio and Napster/Rhapsody.