

MINI at Auto Shanghai 2015.

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Note: Unless otherwise stated, the automobiles described in this press release comply with the specifications for the Chinese automotive market in terms of engines and fittings.
Deviations are possible in other markets.

1. MINI at Auto Shanghai 2015. (Short version)



The new generation of MINI continues to take the world by storm. The most powerful and most exclusive model variant of the new original in the small car premium segment sees its Chinese première at Auto Shanghai 2015. The new MINI John Cooper Works sets out to further enhance the enthusiasm for extreme driving fun that has already been sparked in the automotive market in China. The new edition of the top athlete combines the further refined qualities of the latest MINI generation with the most powerful engine ever installed in one of the brand's serial production models.

Meanwhile the MINI Countryman embodies a particularly distinctive form of the unmistakable MINI feeling. With four doors, a large tailgate, a raised seating position, a versatile interior and the optionally available all-wheel drive system MINI ALL4, it takes on the role of the supreme all-round talent within the model range of the British premium brand. The MINI Countryman Park Lane epitomises the diverse strengths of the compact five-seater more impressively than ever. Likewise seeing its Chinese première at Auto Shanghai 2015, the edition model displays exclusive design and equipment features which clearly reflect the MINI Countryman's variable space concept as well as its athletic flair on all types of terrain.

With these two Chinese premières, MINI highlights the great importance of the International Automobile Industry Exhibition in Shanghai. China's biggest motor show has been known as Auto Shanghai for 30 years. It is held on an alternating basis with Auto China in Beijing and attracted more than 800 000 visitors in 2013. The venue of the 16th Auto Shanghai is the newly erected China Expo Convention and Exhibition Complex. Here a surface area of some 400 000 square metres is available to exhibitors from all over the world to present new models, technology innovations, accessory products and services to visitors from April 22nd to 29th, 2015.

Racing technology for the road: the new MINI John Cooper Works.

The new generation of the original is represented on the Chinese automotive market in two body variants: the new MINI 3 door and the new MINI 5 door. The most powerful and spirited model in the history of the brand now follows, based on the new MINI 3 door. The new MINI John Cooper Works is powered by a 170 kW/231 hp 2.0-litre 4-cylinder engine featuring

MINI TwinPower Turbo Technology. With an output increased by 15 kW/20 hp as compared to its predecessor, it ensures fascinating pulling power and tangibly optimised sprint capability. On the Chinese automotive market, the new MINI John Cooper Works is fitted as standard with a 6-speed Steptronic sports transmission. It accelerates in 6.1 seconds from zero to 100 km/h, achieving an average fuel consumption in the EU test cycle of 6.3 litres per 100 kilometres and a CO₂ figure of 149 grams per kilometre.

John Cooper Works motor racing experience also went into the development of technology for the suspension, body and cockpit. A sports suspension including Brembo sports brake system, exclusive 17-inch John Cooper Works light alloy wheels, the John Cooper Works aerodynamics kit and particularly large air inlets as well as a model-specific interior in sports-car style are combined with the newly developed engine to create a perfectly harmonised overall package for extreme driving fun on the road.

Versatile and unmistakable: the MINI Countryman Park Lane.

With its hallmark driving fun, premium quality and unmistakable aura, the MINI Countryman ensures that the brand is represented in the premium compact segment with exceptional talent, too. It unites characteristic MINI feeling with modern functionality and versatility, not least due to the all-wheel drive system ALL4 which was developed especially for MINI. The MINI Countryman Park Lane showcases these all-round qualities with particularly stylish flair.

The exclusive design and equipment features of the edition model include a body finish in Earl Grey metallic, the contrast colour Oak Red for the roof and exterior mirror caps, 18-inch light alloy wheels in Turbo Fan Dark Grey design and the MINI ALL4 exterior visual package. In addition there are emblems on the side scuttles and the cockpit surface which bear the inscription "Park Lane" like the entry sills, as well as interior surfaces in Cross Stripe Grey that were also designed exclusively for the MINI Countryman Park Lane.

The MINI Countryman Park Lane is offered in two engine variants on the Chinese market. There is a choice of the models MINI Cooper Countryman Park Lane and MINI Cooper S Countryman Park Lane, each of which can be optionally fitted with the all-wheel drive system ALL4.



2. Pure driving fun, more extreme than ever: the new MINI John Cooper Works.

The tradition-steeped British premium automobile manufacturer MINI now launches the latest edition of the top athlete in the small car segment. The exceptional standing of the new MINI John Cooper Works is due to the most powerful engine ever installed in one of the brand's serial production models, suspension technology refined with racing expertise and model-specific design features that not only optimise the car's aerodynamic features but also underscore its exclusive charisma. With its irresistible temperament and enthralling performance figures, it outperforms the sportiest variants of the new MINI just as impressively as it does the predecessor model with the John Cooper Works logo on the radiator grille.

The power required for this new top-level driving fun is delivered by a 2.0-litre 4-cylinder engine that was developed based on the latest generation of power units with MINI TwinPower Turbo Technology. It generates a maximum output of 170 kW/231 hp and a maximum torque of 320 Newton metres, accelerating the new MINI John Cooper Works available with a 6-speed Steptronic sports gearbox as standard in the Chinese market, from standing to 100 km/h in 6.1 seconds. Its top speed is 246 km/h. This optimised pulling power is combined with exemplary efficiency. The figures for average fuel consumption and CO₂ emissions in the EU test cycle are 6.3 litres per 100 kilometres and 149 grams per kilometre.

Technology for the engine, suspension, body and interior derived directly from motor racing development defines the exclusive, performance-oriented character of the new MINI John Cooper Works. Combined with the further refined product substance of the new MINI, a top athlete has been created for fans who appreciate authentic race feeling, premium quality and a high level of everyday practicality.

In addition to enormous acceleration capacity, its fascinating performance qualities include outstanding agility, a high degree of steering precision and precisely controllable handling in highly sporty situations as well as outstanding deceleration figures. This set of unmistakable characteristics reflects longstanding experience in motor racing and bears witness to the tradition-steeped link between MINI and John Cooper Works. Ever since legendary designer John Cooper discovered the sporting talent of the

classic Mini presented in 1959, his name has stood for maximum driving fun and spectacular success on the race track with the small British car.

The engine: state-of-the-art basis optimised with racing expertise for top performance.

Under the bonnet of the new MINI John Cooper Works is by far the sportiest version of the latest MINI engine generation. The top athlete's 4-cylinder spark ignition engine traditionally mounted transversely at the front benefits from current advancements in the areas of power delivery, running smoothness and efficiency derived from MINI TwinPower Turbo Technology, combining these with performance characteristics that are unmistakably geared towards motor racing. The car draws its power from an engine whose capacity has been increased by 25 per cent as compared to that of the predecessor model to 2.0 litres, with turbocharging integrated in the exhaust manifold, petrol direct injection with injectors arranged centrally between the valves, fully variable valve control in the form of VALVETRONIC as patented by the BMW Group and variable camshaft control on the intake and exhaust side (double VANOS). This technology package is combined with precisely selected modifications. As a result, the engine of the new MINI John Cooper Works guarantees efficient and reliable driving fun in day-to-day use as well as sporty power delivery for inspirational performance on the race track.

The output bonus as compared to the MINI Cooper S is now higher than before at 30 kW, and the engine of the new MINI John Cooper Works is also exceptional in terms of its pulling power. Geared entirely towards top performance, the drive technology is rounded off with a special sports exhaust system. With its low level of exhaust back pressure, this promotes spontaneous power delivery in the engine as well as generating the sound typical of the John Cooper Works models that underscores the engine's performance character with a highly emotional acoustic pattern across all load ranges.

The 6-speed Steptronic sports gearbox features high shift dynamic that are precisely tailored to the performance characteristics of the engine. Shift paddles are provided at the steering wheel for manual gear selection.

For precisely controllable go-kart feeling: high-end suspension technology, Brembo brake system, exclusive light alloy wheels.

Together with the hallmark brand concept comprising front-wheel drive, a low centre of gravity, short overhangs, a wide track and a rigid body structure, the suspension technology has undergone extensive further development for the latest generation of MINI so as to provide the perfect basis for thrilling race feeling. The new MINI John Cooper Works is fitted as standard with a sports suspension and benefits from the well-established design principle consisting of a single-joint spring strut axle at front and a multilink rear axle - unique within the competitive environment - as well as optimised details geared towards particularly high engine and driving performance figures.

Standard features of the electromechanical power steering also include the speed-related steering assistance system Servotronic. Dynamic Damper Control is optionally available for the new MINI John Cooper Works. It allows selection of two set-ups for either particularly sporty or more comfort-oriented driving situations.

Another standard feature of the new MINI John Cooper Works is the very high-performance sports brake system developed exclusively for this model. Designed in collaboration with the specialised manufacturer Brembo and precisely harmonised with the properties of the MINI John Cooper Works, the fixed calliper disc brakes guarantee a consistently high deceleration performance even when exposed to intensive stress on the race track. The standard 17-inch John Cooper Works light alloy wheels in forging technology were also created exclusively for the new top athlete in Race Spoke Design.

The standard Dynamic Stability Control (DSC) also comprises the functions Dynamic Traction Control (DTC), Electronic Differential Lock Control (EDLC) - which acts as an electronic locking function for the front axle differential - and Performance Control, which supports agile turning when taking bends at speed.

Exterior design: precise cooling air and wind ducting.

The body design of the new MINI John Cooper Works underscores the performance-oriented yet exclusive character of the top athlete in the small car segment. The front section has strikingly large air inlets which indicate the high cooling requirements of the engine, its ancillary units and the

brakes, thereby instantly revealing the car's outstanding performance qualities.

The hexagonal radiator grille at the centre of the front section has a characteristic honeycomb pattern and a cross member at the bottom edge finished in red. The John Cooper Works logo also appears here, as well as on the luggage compartment lid at the rear of the car. The LED headlights are surrounded by a daylight driving ring that is also in LED technology.

Precisely shaped air ducting elements in the lower section of the front apron help optimise the car's aerodynamic properties as do the side sills, the rear spoiler and the rear apron in model-specific design. All body elements relevant to airflow were subjected to intense testing in race track conditions in order to precisely harmonise them with the driving dynamics potential of the MINI John Cooper Works, thereby ensuring precise and safe handling at all times.

Eleven paint finishes are available to choose from for the body. The range also includes the MINI Yours paint finish Lapisluxury Blue metallic and the new variant Rebel Green metallic - the latter being available exclusively for the MINI John Cooper Works.

Interior: sports car cockpit with new John Cooper Works sports seats for authentic race feeling.

Due to the increased dimensions as compared to the predecessor model, the new MINI John Cooper Works offers tangibly optimised space on the four seats. The additional functions and the new display and operating concept are combined with specific design features in the style of John Cooper Works, thereby enhancing the intense performance experience this car offers.

Optimum lateral hold in highly dynamic driving situations is ensured by the newly developed John Cooper Works sports seats with integrated headrests and a model-specific upholstery in Dinamica/fabric and the colour Carbon Black. The new seats are also optionally available in a Dinamica/leather Carbon Black version. The exclusive standard fittings likewise include the newly designed John Cooper Works leather steering wheel with multifunction buttons and the John Cooper Works entry sills, the John Cooper Works selector lever, stainless steel pedals including driver footrest and anthracite roof liner.

Interior trim in Piano Black and red design accentuations not just on the seat surfaces but also on the steering wheel rim, the selector lever, the central instrument surround and the car key all help underscore the car's exclusive charisma. What is more, the new MINI John Cooper Works has model-specific cockpit displays in a style that is presented here for the first time. A dark dial for the speedometer and a white scale for the engine speed display optimise the readability of the instruments arranged above the steering wheel.

The standard fittings of the new MINI John Cooper Works also include the MINI Driving Modes, which allow configuration of an individual set-up. The racing feel in the cockpit can be further enhanced with the optional sports instruments. Meanwhile the full, expanded range of driver assistance systems is also available. It comprises the Head-Up Display that extends above the steering column, the System Driving Assistant including camera-based active cruise control, collision and pedestrian warning with initial brake function, high beam assistant, road sign detection, Park Distance Control, parking assistant and rear view camera. In addition there are high-end features for enhancing comfort, a range of customisation options for the exterior and interior and the innovative MINI Connected program - all of which is likewise available for the new top athlete in the model program.



3. All-round talent with individual style: the MINI Countryman Park Lane.

Bold athletic flair and supreme versatility define the character of the MINI Countryman. As the first MINI with four doors, a large tailgate, five seats and optional all-wheel drive, it took on the role of an irresistible front-line force from the very outset - both in the conquest of additional target groups for the British premium brand and in the area of off-road driving. Its irrepressible forward thrust and flexibility are now expressed even more strikingly in an exclusive edition model. The MINI Countryman Park Lane is making its Chinese debut at Auto Shanghai 2015. It will be available on the Chinese automobile market in two engine variants.

The MINI Countryman has enabled the brand to establish a secure standing in the premium compact segment. Unmistakable design, premium quality, an interior concept of exemplary versatility and typical MINI driving fun both on and off the road go together to create an overall package that is unique in this category of vehicle, meeting the multi-faceted mobility needs of demanding target groups in urban traffic and beyond. In this way the MINI Countryman has successfully asserted itself as an all-round talent with individual style. For the first time, this special status within the competitive environment is now underscored with an edition model. A distinct design and colour concept as well as high-end equipment features make the MINI Countryman Park Lane an authentic ambassador for versatile driving fun in the compact segment.

The MINI Countryman Park Lane indicates its high-end individual flair at first sight with a specially developed design and colour concept. The body finish in Earl Grey metallic is combined with the entirely new colour variant Oak Red for the roof and exterior mirror caps, supplemented with optional sport stripes in the same colour for the bonnet, tailgate and lower side sections. The characteristic side turn indicator surrounds in chrome known as side scuttles also comprise an inlay in Oak Red. The MINI Countryman Park Lane boldly accentuates its classic athletic character with 18-inch light alloy wheels in Turbo Fan Dark Grey design and the MINI ALL4 Exterior visual package including silver body elements for the front and rear apron as well as the side sills.

Exclusive emblems on the side scuttles and the cockpit surface bear the inscription "Park Lane", as do the entry sills. The interior surfaces in Oxide Silver for the door bezel and cockpit trim and Cross Stripe Grey for the side surrounds of the centre console were also designed exclusively for the MINI Countryman Park Lane. These go together with the inlay colour Carbon Black for the door trim and centre console to create a sports-style premium ambience in the interior.

The edition model can also be combined with a particularly high-end equipment package. As the MINI Countryman Park Lane Chili, the all-rounder additionally comprises features such as LED fog lamps and white direction indicators. The Chrome Line Exterior is available as an optional extra at no additional charge. The MINI Cooper S Countryman and MINI Cooper S Countryman ALL4 models are also fitted with Xenon lights. The interior fittings are supplemented with sports seats in the fabric/leather finish Parallel Lines Light Tobacco, automatic air conditioning, an on-board computer, a rain sensor with automatic driving light control, the Sport Button, a sports steering wheel with multifunction buttons, velour floor mats and a storage and lighting package.

Located in the London borough of Mayfair, Park Lane is one of the most distinguished addresses in the British capital. MINI itself has a prestigious showroom there. It is the third time that Park Lane has lent its name to an exclusive edition model of the brand. A version of the classic Mini with particularly high-end fittings bore the designation in 1987, while another MINI Park Lane came out in 2005, following in the footsteps of its predecessor after the brand's relaunch. Now the tradition of naming design and edition models made by the British premium automobile manufacturer after London streets and districts is applied to the MINI Countryman for the first time.

The precisely coordinated exterior and interior features of the MINI Countryman Park Lane underscore both the versatile functionality and the exclusive charisma of the premium compact model. With its high-end features and versatile customisation options, this all-round talent offers five seats, including a rear seat that can be shifted longitudinally and has a folding backrest with a 40:20:40 split. as a result the luggage volume can be expanded from 350 to up to 1 170 litres as required, allowing the MINI Countryman not just to tackle the challenges of everyday urban traffic but also transport bulky sports equipment or carry everything required for a family holiday.

Powerful, efficient engines and high-quality suspension technology ensure that the hallmark brand agility known as the go-kart feeling is brought to life in the compact segment, too - further enhanced by an additional facet with the permanent all-wheel drive system ALL4 that was developed especially for MINI. What is more the car's raised seating position offers a supreme view of the road, giving the characteristic MINI drive feel a whole new dimension. There are three petrol engines to choose from for the MINI Countryman in the Chinese market, two of which can be combined with ALL4 as an option. Over and above this, the MINI John Cooper Works Countryman provides extreme driving fun: here the engine power is transmitted to all four wheels as standard.

The MINI Countryman Park Lane is offered in two engine variants in China. The edition model is available both with the characteristic MINI front-wheel drive as well as the all-wheel drive system ALL4. The range of stylish and exclusively equipped all-rounders thus encompasses the MINI Cooper Countryman and the MINI Cooper Countryman ALL4 as well as the MINI Cooper S Countryman and the MINI Cooper S Countryman ALL4.

4. New generation, new range: the current MINI model program.



By introducing the latest generation of the MINI, the traditional British brand has also further consolidated its leading position in the Chinese market as a provider of premium vehicles in the small car and compact segments. The new MINI is a real crowd-pleaser, offering greater driving pleasure, optimised efficiency and significant advances in terms of comfort, safety, space, operation, fittings and connectivity. Thus it is based more than ever on the demands of modern, discerning, trend-conscious target groups who are guided by the desire for premium quality, innovative technology and individual style when they decide on a car.

The unique combination of high-grade drive and suspension technology, uncompromising quality, unmistakable design and myriad individualisation options has helped MINI to gain its status as a true original in the premium small car segment. The new MINI expresses the typical characteristics of the brand in a consistent and sophisticated manner. The successful concept of bringing the characteristic MINI feeling to life in additional versions by expanding the model range is transferred to the new generation. The new MINI 3 door is now also flanked by a newcomer to the Chinese automobile market: the new MINI 5 door. The British premium brand is now represented with a 5-door model in the small car segment for the first time. What's more, performance-hungry MINI fans are breathless in anticipation of a new generation. With increased output and optimised performance characteristics, the new MINI John Cooper Works is approaching the starting line for its market launch.

The new original: driving pleasure in two body variants.

The new MINI generation embodies the principle of the creative use of space within a minimum surface area - as originally realised in the classic MINI five and a half decades ago and now seen here in its most advanced form. Even the new MINI 3 door offers perceptibly more space for passengers and luggage than its predecessor. The new MINI 5 door combines its model-specific interpretation of the brand's evolutionary design advancements with a further increase in spatial comfort and functionality that results from a body extended in length by 161 millimetres, two additional doors and three rear seats.

Among the common features shared by the two body variants are the evolutionary, advanced design and the new display and operating concept as well as the extended range of driver assist systems and innovative services from MINI Connected. Likewise, the new MINI 3 door and the new MINI 5 door are characterised by an agility in handling referred to as "go-kart feeling" and an exemplary positive balance between driving pleasure and fuel consumption. The completely revamped engine range in the new generation for the Chinese market consists of three petrol engines with three or four cylinders and MINI TwinPower turbo technology. Both models will be available in China as MINI One, MINI Cooper and MINI Cooper S variants.

One model family, seven unmistakable characters.

The expansion of the model program and the entry into the premium compact segment has enabled MINI to appeal to different target groups in the Chinese automobile market with the driving pleasure, premium quality and individual style typical of the brand. The current MINI family consists of seven models which combine the brand's fascinating profile with a unique character all of their own. In the small car segment, the new MINI 3 door represents the brand's classic body design concept, while the new MINI 5 door meets the challenges of everyday use with greater variability. The MINI Coupé takes on the mantle of the thorough-bred sports car. With its extrovert lines, low centre of gravity, powerful engines, specifically tailored suspension and optimised aerodynamic characteristics, the two-seater exudes an intense sense of fun and will be available in China as MINI Cooper Coupé and MINI Cooper S Coupé models.

In addition, the brand also offers two ways to enjoy driving pleasure in an open premium class small car. The elegant MINI Convertible has four seats, while the MINI Roadster was designed for spontaneous open-air trips just for two. The models MINI Cooper Convertible, MINI Cooper S Convertible, MINI Cooper Roadster and MINI Cooper S Roadster are available in China.

MINI has also set some lasting signals for the growth of the brand in the Chinese automobile market by making an entry into the premium compact segment. The trailblazer here was the MINI Countryman, the first model of the brand to be fitted with four doors, a large tailgate and five seats. The all-wheel drive system ALL4 specially developed for MINI is available for this agile all-rounder, as it is for the dynamic and elegant Sports Activity Coupé MINI Paceman. The power transmission on all four wheels adds an extra fascinating twist to the driving pleasure typically associated with the brand.

Three engines are available for the MINI Countryman in China. The MINI One Countryman has the brand's typical front wheel drive, while the MINI Cooper Countryman and MINI Cooper S Countryman models are also available in ALL4 versions. The MINI Paceman will be available in two engine variants. In the case of the MINI Cooper Paceman the all-wheel drive is available as an optional extra, while it is provided as standard in the MINI Cooper S Paceman ALL4.

Extremely sporty, incomparably distinctive.

The market launch of the new MINI John Cooper Works also continues the tradition of extremely sporty models in the latest generation. With their drive and suspension technology derived directly from motor racing, an aerodynamically optimised exterior and specific interior styling, the John Cooper Works models generate an authentic race feeling. And the selection of top athletes with the John Cooper Works logo extends to both the small and compact car segment. In the MINI John Cooper Works Countryman and the MINI John Cooper Works Paceman, the enormous power of the 4-cylinder turbo engine is transferred to the road by the standard all-wheel drive system ALL4.

Regardless of body variant and engine type, MINI offers an unrivalled diversity of options for configuring all models according to personal style. The unusually large selection of exterior paint finishes, roof and soft top colours, interior colours, seat covers and trim variants including the exclusive MINI Yours options provides the foundation for individually tailored design. Meanwhile, high-end comfort functions, innovative driver assistance systems and unique in-car infotainment features underscore the premium character of all models. In addition there is an extensive program of Original MINI Accessories which also includes racing technology in the form of John Cooper Works components.