



Media Information

1st August 2011

NEW MINI SOHO SPECIAL EDITION IS OUT ON THE TOWN **Soho Edition for Hatch and Convertible**

This summer MINI Hatch and MINI Convertible models are available in a special, limited edition called MINI Soho. Earlier this year the company announced that all MINI Special Editions will be named after London boroughs, districts, streets and landmarks.

The Soho name has been introduced to MINI Hatch and Convertible models for a limited time following the success of the popular MINI Soho Clubman edition last year. The MINI Soho edition will be available in both Cooper and Cooper D models from July until March 2012. Thanks to the MINI Cooper D Hatch's frugal credentials it is exempt from London Congestion charging with CO₂ of just 99g/km and a whopping 74.3mpg* fuel consumption .

MINI Soho editions have exclusive 'White Silver' metallic paint which is not available on any other current MINI Hatch or Convertible model, and to compliment the striking paintwork the Soho is finished with 17" Black Star Bullet alloy wheels, Bi-Xenon headlights with black interior reflectors and white indicators.

Inside the cabin the Soho has a sporty feel with Anthracite headlining, a 3-Spoke sport leather steering wheel and 'Piano Black' interior surfaces.

Pricing

Model	OTR Price
MINI Cooper Soho Hatch	£16,765
MINI Cooper D Soho Hatch	£18,045
MINI Cooper Soho Convertible	£19,060
MINI Cooper D Soho Convertible	£20,135

*On combined cycle

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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 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.

During the financial year 2010, the BMW Group sold 1.46 million cars and more than 110,000 motorcycles worldwide. The profit before tax for 2010 was euro 4.8 billion on revenues amounting to euro 60.5 billion. At 31 December 2010, the BMW Group had a workforce of approximately 95,500 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 six years.

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