



Media Information
2nd September 2011

MORE MINI FOR YOUR MONEY ON 61-PLATE MODELS

- MINI makes more sense than ever – cheap to run, great to drive, packed with environmentally aware technologies
- Average CO₂ emissions of just 128g/km across the entire range*
- Win London 2012 tickets by taking a test drive

September heralds the arrival of the '61' registration plate and MINI is marking a decade of outstanding success with a range of attractive value for money offers to tempt new car buyers.

Its 10 years that has been a triumph for MINI and UK plc, with the first Hatch models launched in summer 2001, MINI has produced more than two million cars, is currently selling in almost 100 countries and employs round 5,000 people in the UK.

Key to the brand's appeal continues to be the legendary 'go-kart' handling and iconic design heritage. But every new MINI also offers the customer MINIMALISM technology – which means the car is kinder to the environment – as well as boasting low whole-life running costs.

In fact, MINI is ranked within the top five motoring manufacturers for its low CO₂ emissions throughout its whole range*. Drivers don't have to compromise on performance when considering the environment with the frugal new

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'MINI is affiliated to BMW, an official partner of the London 2012 Games'



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Cooper SD engine offering CO₂ emissions as low as 114g/km, a whopping 65.7 mpg on the combined cycle and a nimble top speed of 134mph.

Buyers in and around the nation's capital should get behind the wheel of the MINI One D or MINI Cooper D, as both are exempt from the city's Congestion Charge.

Highlighting just how affordable buying a new MINI is, the MINI First with a '61' registration is available at low-rate finance for just £169 a month with a customer deposit of only £1,499.

Buyers choosing One petrol versions of the MINI Hatch, Convertible, Clubman and Countryman can also benefit from appealing September offers:

- * MINI One Hatch: £199 a month with a customer deposit of just £1,699.
- * MINI One Convertible: £209 a month with a customer deposit of just £2,499.
- * MINI One Clubman: £209 a month with a customer deposit of just £1,999.
- * MINI One Countryman: £249 a month with a customer deposit of just £1,894. Unique to this finance offer is a £500 deposit contribution from MINI.

All deals include the ever-popular Pepper pack, adding desirable additional features at no extra cost, and MINI's acclaimed TLC servicing package for five years/50,000 miles.

If that's not enough MINI for your money, there's more. For all MINI Hatch, Convertible and Clubman models (including One, Diesel, Cooper, Cooper D,

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Cooper S and Cooper SD), dealers will help customers add extra specification to their car.

When placing the order, buyers can customise their new purchase any way they want – choosing from MINI's extensive list of styling, comfort, convenience and technology options – and the dealer will knock a massive £500 off the final bill, no questions asked

MINI is proud to be an official partner to Team GB and the Paralympics GB Team on their journey to the London 2012 Olympic and Paralympic Games. Anyone who test drives a MINI, new or used, before the end of December gets entered into a free prize draw to win one of 75 pairs of tickets to the Olympic Games.

Corporate and fleet customers can also save money by choosing a new MINI with a '61' registration. Take the MINI Countryman Cooper D; with CO₂ emissions of 115g/km, BIK rating of 13%, predicted residual value of 40.98% and whole life cost of 42.61%, it easily out-performs the Nissan Qashqai Acenta 1.5 dCi 2WD. Over 36 months and 60,000 miles, the MINI would cost £3,156 less to run.

It may surprise you to learn that the same MINI Countryman Cooper D would be £2,016 cheaper to run than a Ford Focus Titanium TDCi 115 over the same period.

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MINI's presence in the Motability scheme has gone from strength to strength since it joined in 2006. After an extremely successful year MINI UK was awarded the prestigious honour of Motability Manufacturer Partner in the 'Up to 10,000 Registrations' category at the 2011 Motability Supplier Awards, staged in July.

Motability customers will also be eager to get their hands on a '61' MINI, and the range starts with the MINI One Hatch which needs no advance payment. The popular Clubman and Convertible ranges start at £549 and £499 respectively, while the newest addition to the MINI family, the ultra-practical four-door MINI Countryman, needs an advance payment of just £999. All pricing is confirmed for orders placed before 30 September.

Notes for editors

All finance deals are Personal Contract Purchases (PCP) offered through MINI Financial Services. They are based on APR 7.1% over 48 months, except the MINI Convertible which is APR 7.1% over 42 months. Final payments apply.

Source for corporate comparisons: KWIKCarCost, March 2011.

*CO₂ figures supplied by Clean Green Cars

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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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