

UK MEDIA LAUNCH.
MINI COUPÉ.

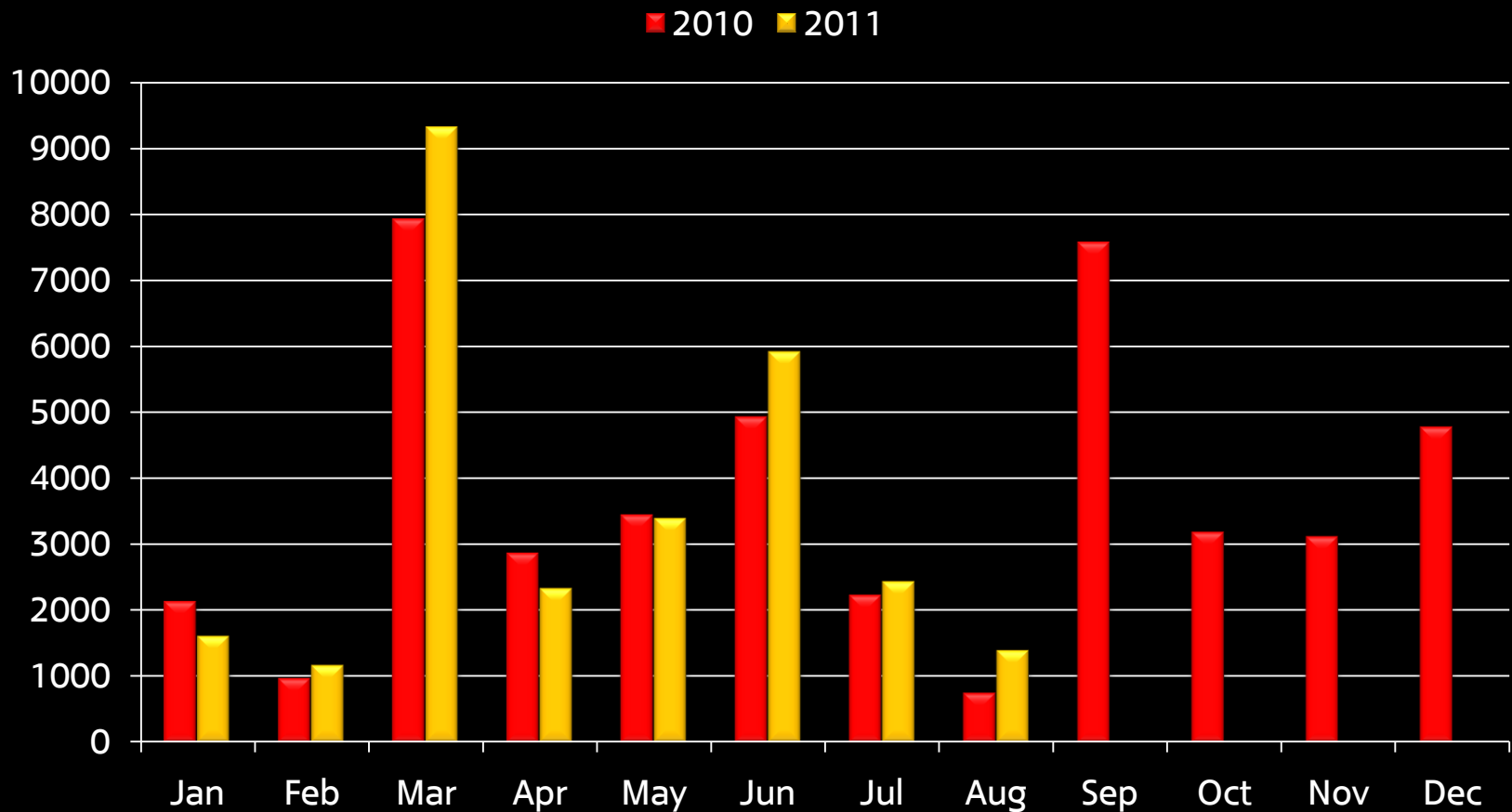


SARAH HEANEY
MEDIA RELATIONS MANAGER, MINI UK



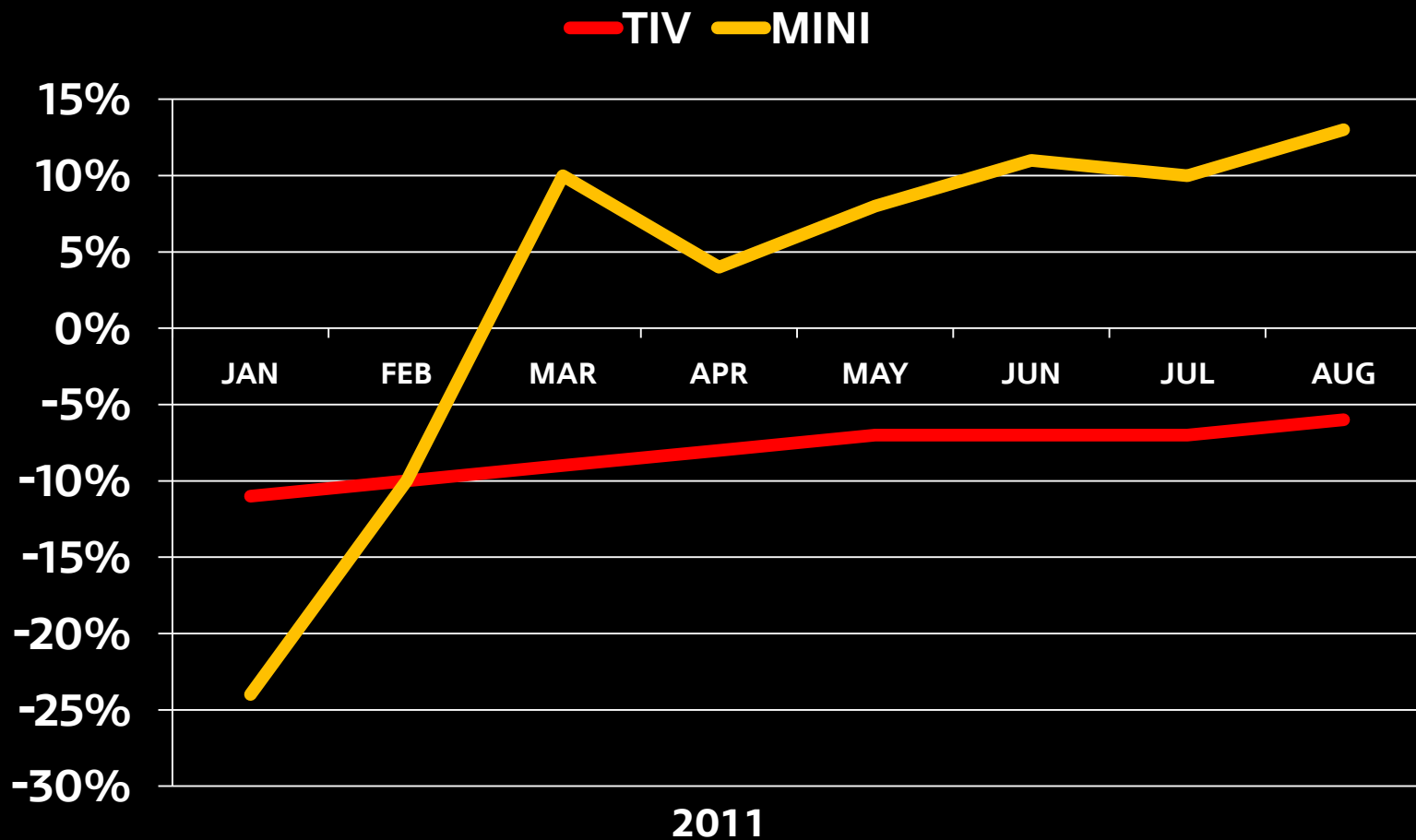
MINI UK SALES UPDATE.

SALES UP 14% YEAR ON YEAR.



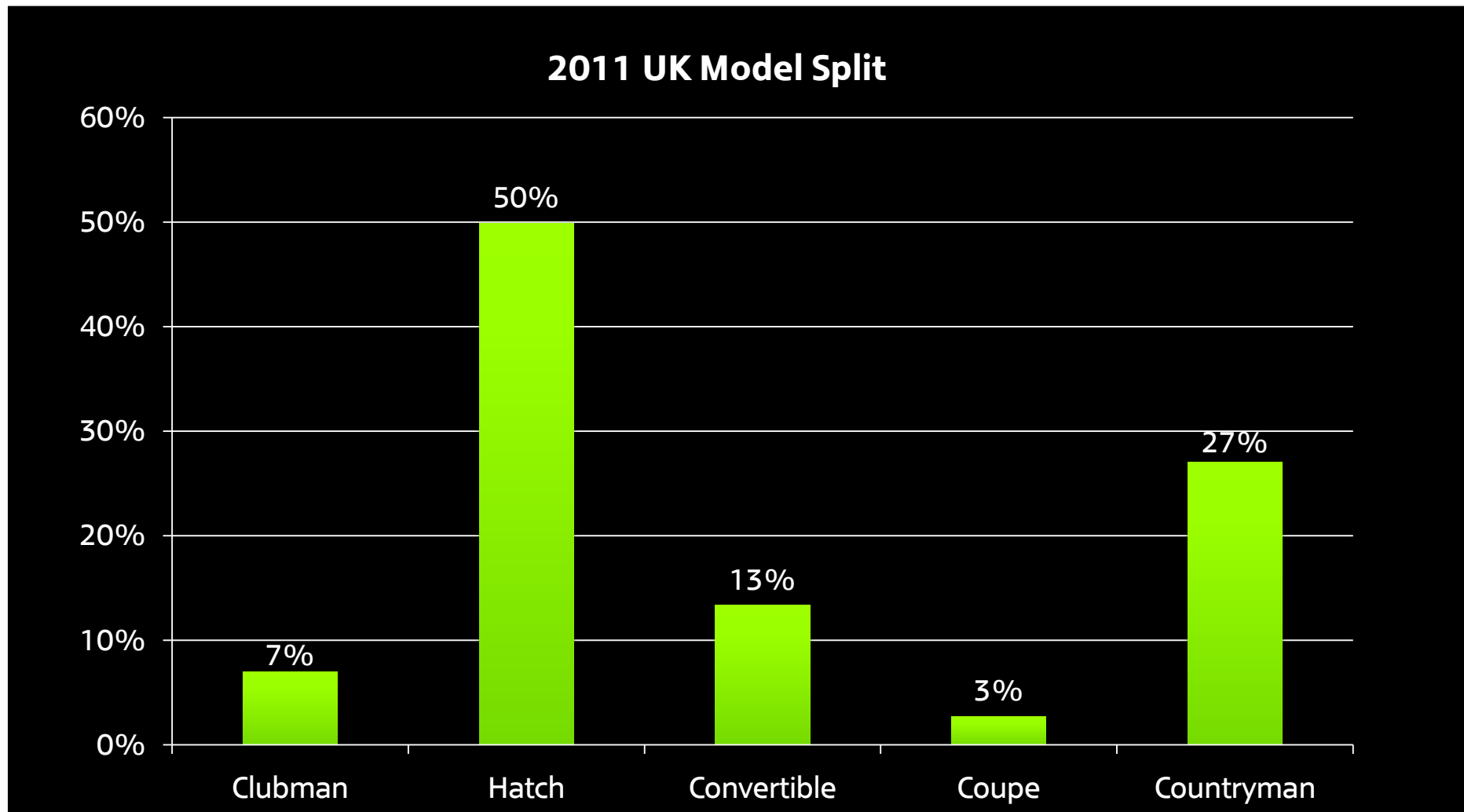
MINI UK SALES UPDATE.

MINI UK UP 14%, UK TIV DOWN -5%.



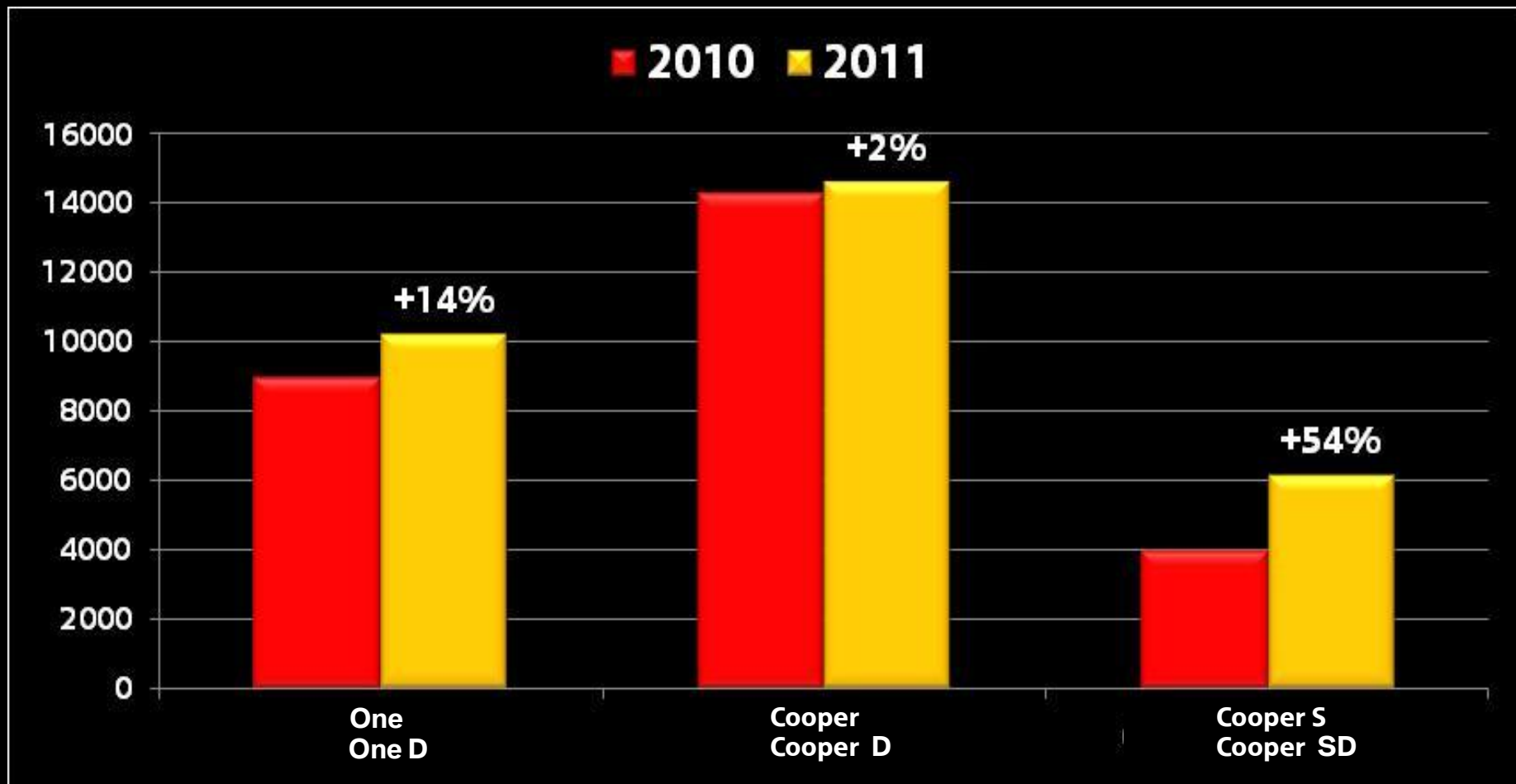
MINI UK SALES UPDATE.

2011 MINI UK MODEL SPLIT.



MINI UK SALES UPDATE.

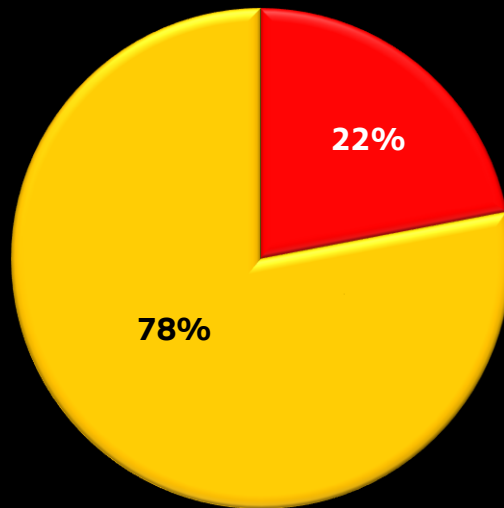
ENGINE MIX: MINI GROWING AT THE HIGH END.



MINI SALES UPDATE.

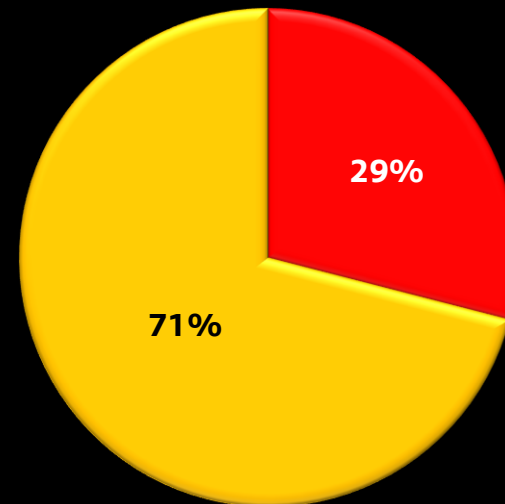
DIESEL SHARE GROWING.

2010



■ Diesel
■ Petrol

2011



■ Diesel
■ Petrol



MINI COUPÉ. GROWTH OF A GLOBAL PHENOMENON.



Launch of the first classic MINI



1st Generation MINI Hatch



2nd Generation MINI Hatch



2nd Generation MINI Convertible



MINI Coupé

1959

2000

2001

2004

2006

2007

2009

2010

2011

2012

MINI
World Premiere



1st Generation
MINI Convertible



MINI Clubman



MINI
Countryman



MINI Roadster



2002 1 Derivate ■

3 Models ■ ■ ■

2011 5 Derivates ■ ■ ■ ■ ■

51 Models ■ ■ ■ ■ ■
■ ■ ■ ■ ■
■ ■ ■ ■ ■
■ ■ ■ ■ ■
■ ■ ■ ■ ■

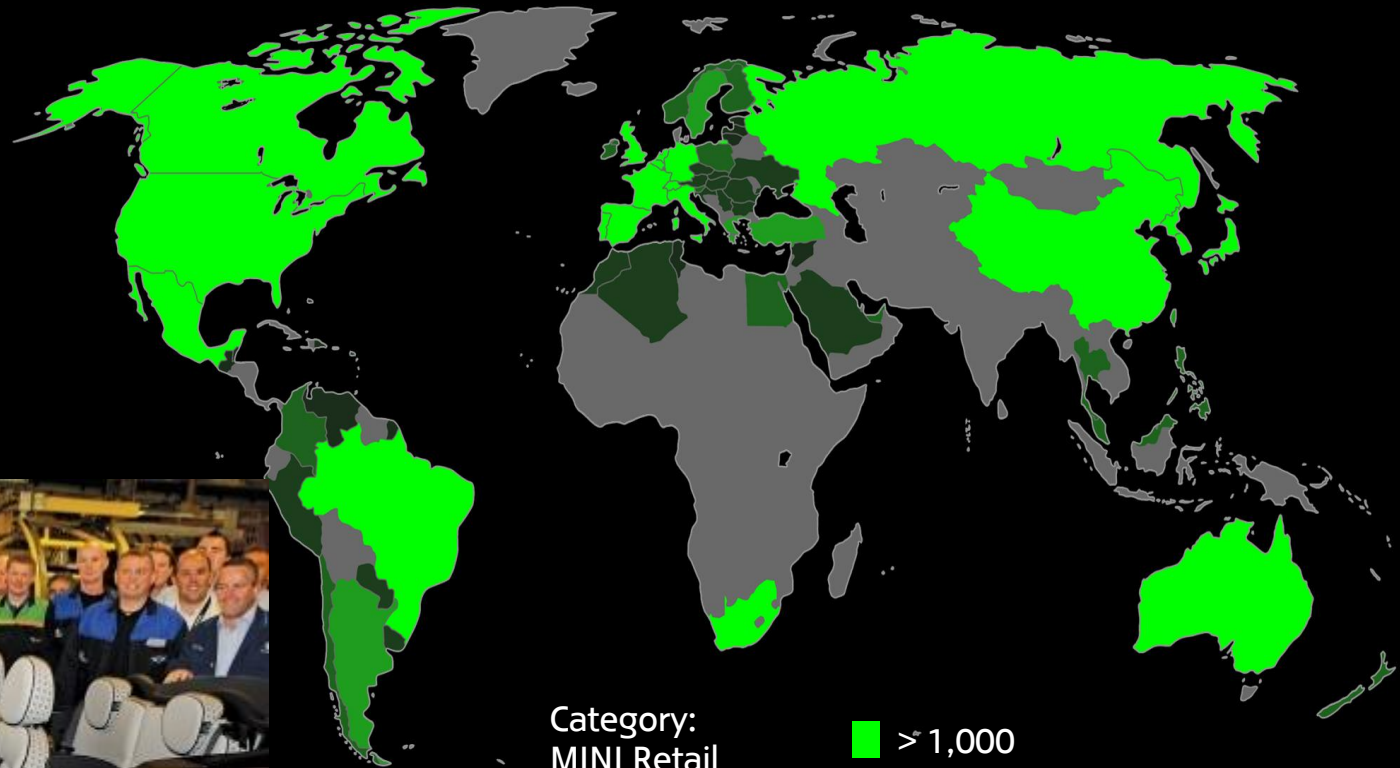
MINI COUPÉ. SUSTAINED WORLDWIDE SUCCESS.

Since 2001 MINI has sold over **2 Million Vehicles**

» **90 Markets.**

» **1,350 Dealers.**

» **Sales in 2010:
234,000 units.**

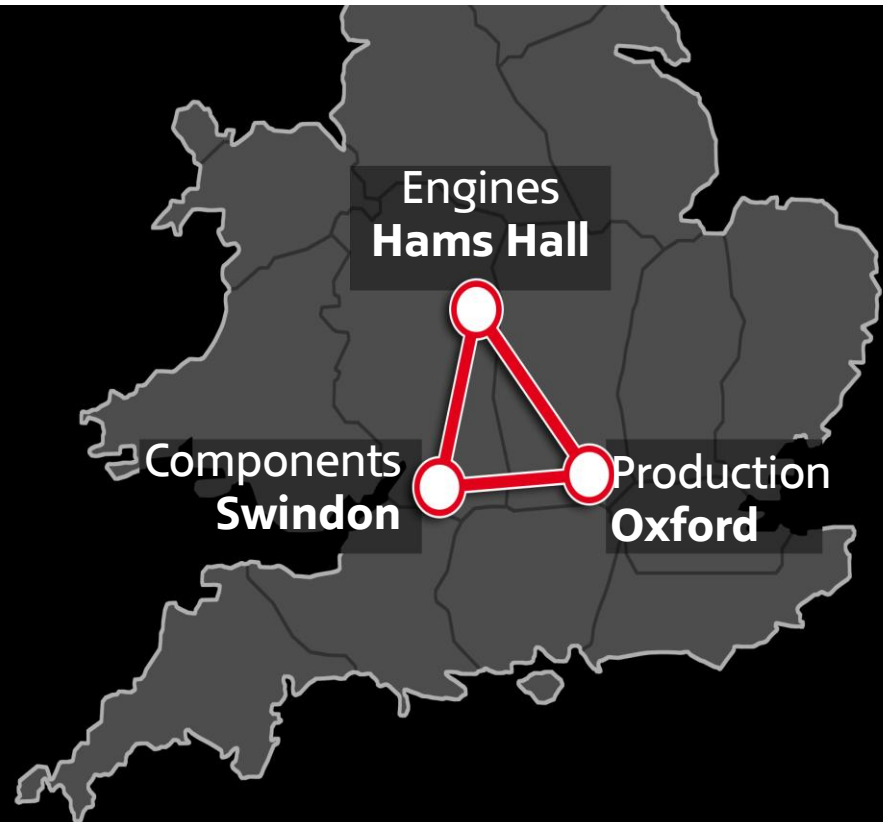


Category:
MINI Retail
Sales 2010



MINI COUPÉ. PRODUCTION TRIANGLE.

- » MINI Coupe: Oxford Built
- » Supports BMW Group contribution to UK GDP: £1.2billion.
- » Supports 7600 UK jobs
- » Further £500 Million investment



UK MEDIA LAUNCH. MINI COUPÉ.



DAVID HOWARD

PRODUCT AND PLANNING EXECUTIVE, MINI UK



MINI COUPÉ. RATIONALE.

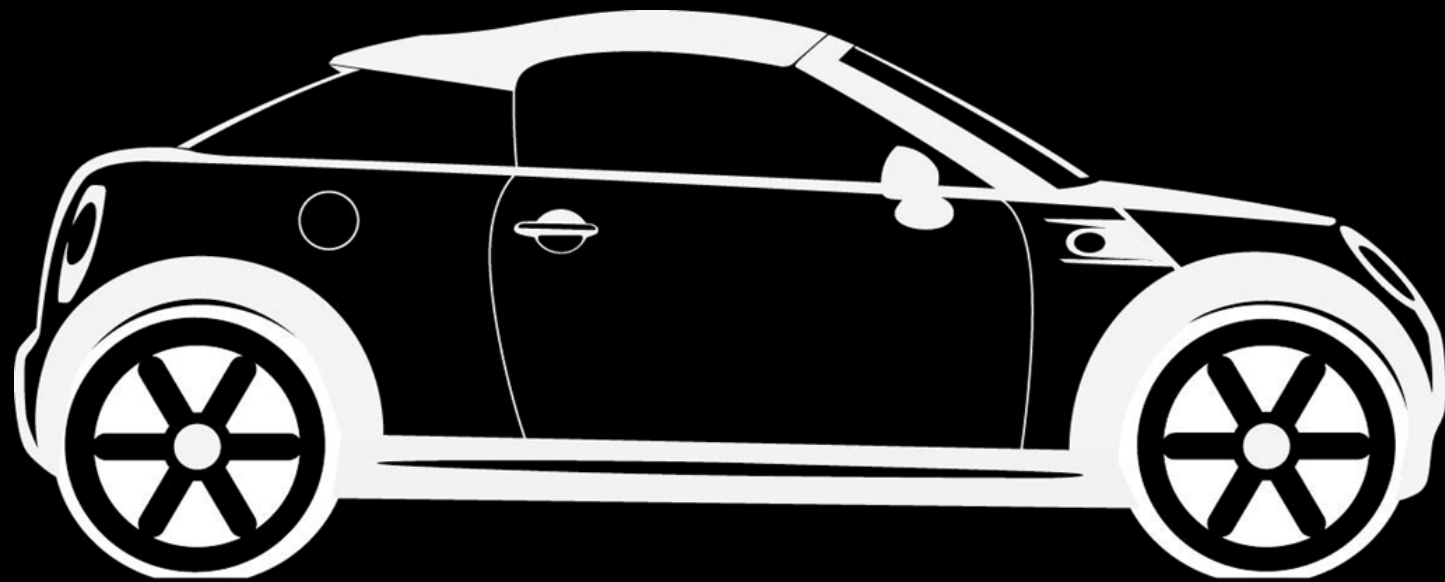
- » Continue the growth of MINI.
- » Attract new customer groups.
- » New car for existing MINI customers looking for something different.
- » Halo product offering (low volume / high appeal)
- » A sportier car for real driving enthusiasts.

MINI COUPÉ. TYPICAL CUSTOMER PROFILE.

- » Predominately male
- » 2-seater sports car drivers
- » Currently driving a premium hatch or coupé
- » Interested in sports cars and sporty driving
- » May also consider VW Scirocco, Renault Megane Coupé, Peugeot RCZ, Audi TT, Porsche Cayman



MINI COUPÉ. DIMENSIONS.



Height
1378 mm
(-29 mm
vs. Hatch)

Wheelbase 2467 mm

Length 3734 mm (+5 mm vs. Hatch)

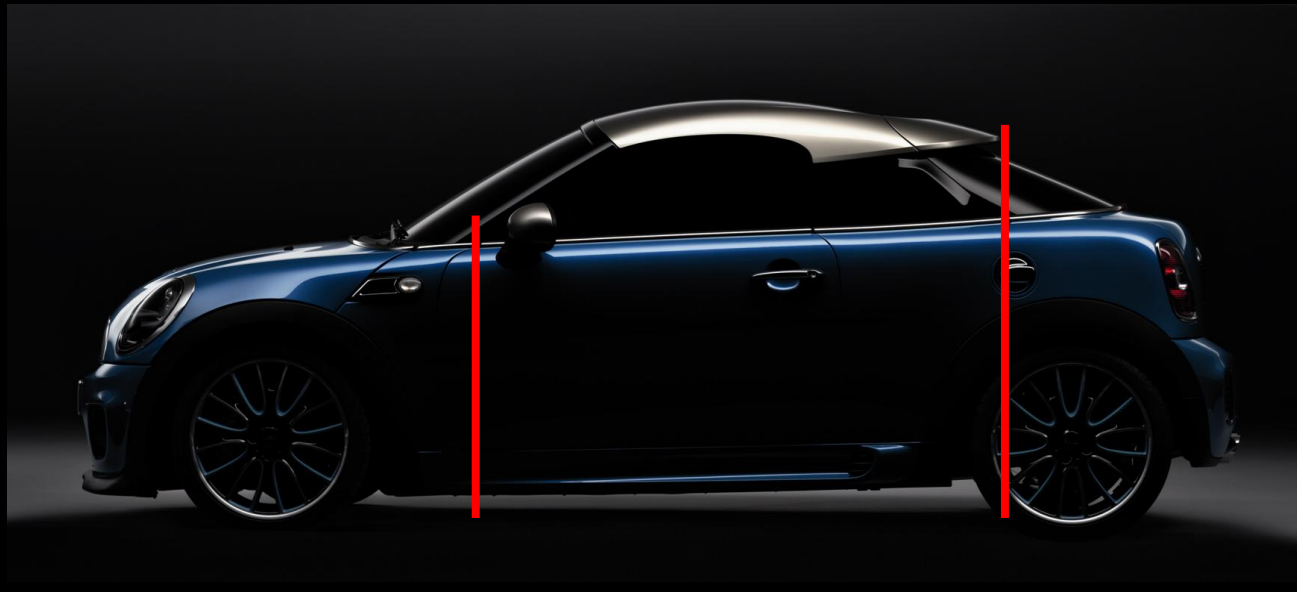
MINI COUPÉ. EXTERIOR DESIGN.

» Three box design / GT proportions.



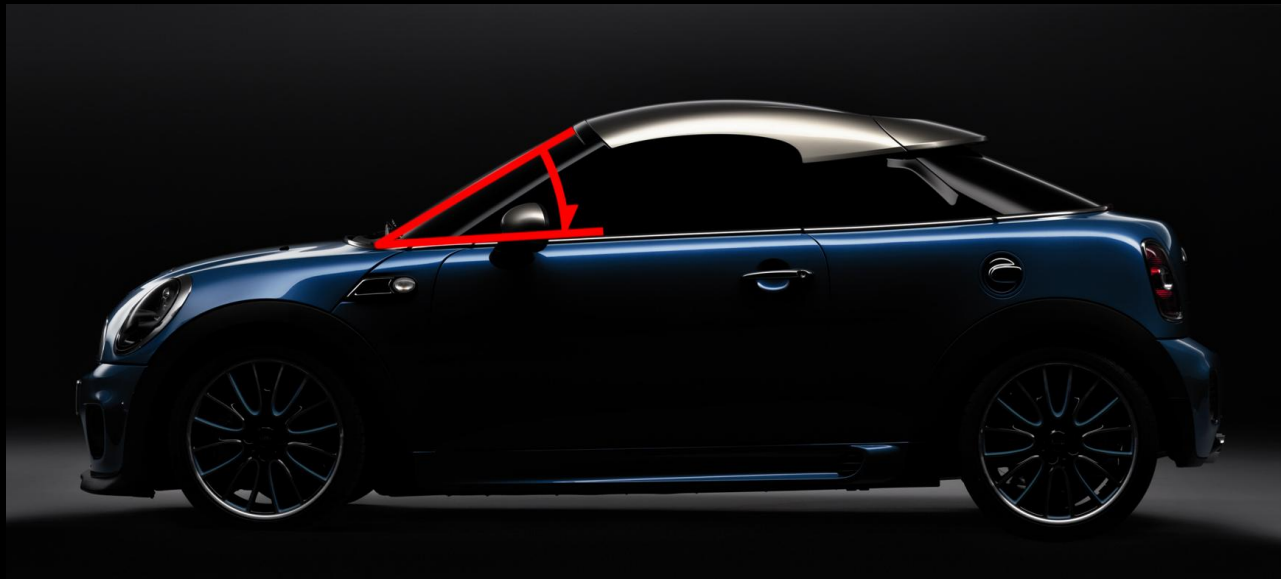
MINI COUPÉ. EXTERIOR DESIGN.

» Three box design / GT proportions.



MINI COUPÉ. EXTERIOR DESIGN.

- » Three box design / GT proportions.
- » Sporty character - windscreen angle (-13° vs. MINI Hatch)



MINI COUPÉ.

EXTERIOR DESIGN.

- » Three box design / GT proportions.
- » Sporty character - windscreen angle (-13° vs. MINI Hatch)
- » Unique roof design with integrated roof spoiler.



MINI COUPÉ.
AMPLE STORAGE.



MINI COUPÉ. THROUGH LOAD FUNCTION.



MINI COUPÉ. THROUGH LOAD FUNCTION.



MINI COUPÉ. THROUGH LOAD FUNCTION.



REMOVABLE PARCEL SHELF.

MINI COUPÉ. TWO SEATS BUT PLENTY OF FLEXIBILITY.



BOOT CAPACITY:

280 LITRES

**+ 20 LITRES THAN
MINI CLUBMAN**

MINI COUPÉ. SPACIOUS LUGGAGE ROOM.



MINI COUPÉ. CHASSIS SET-UP.

Special aerodynamic
modifications

Extremely rigid body



Bespoke
chassis set-up.

MINI COUPÉ.
ACTIVE REAR SPOILER.



MINI COUPÉ. ACTIVE REAR SPOILER.

Above 50 mph



Below 37 mph



MINI COUPÉ. MODEL LINE-UP.

MINI Cooper	MINI Cooper S	MINI Cooper SD	MINI John Cooper Works
122 hp	184 hp	143 hp	211 hp
160 Nm	240 - 260* Nm	305 Nm	260 – 280* Nm
0-62: 9.0s	0-62: 6.9s	0-62: 7.9s	0-62: 6.4s
52.3 mpg	48.7 mpg	65.7 mpg	39.8 mpg
127 g/km	136 g/km	114 g/km	165 g/km

*Overboost



MINI COUPÉ.

MINIMALISM – WHERE SPORTS AND SUSTAINABILITY MEET.



Highly efficient diesel engines with common-rail technology.

Highly efficient petrol engines with fully variable valve management.



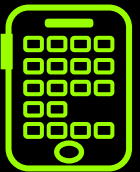
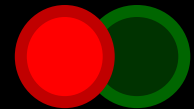
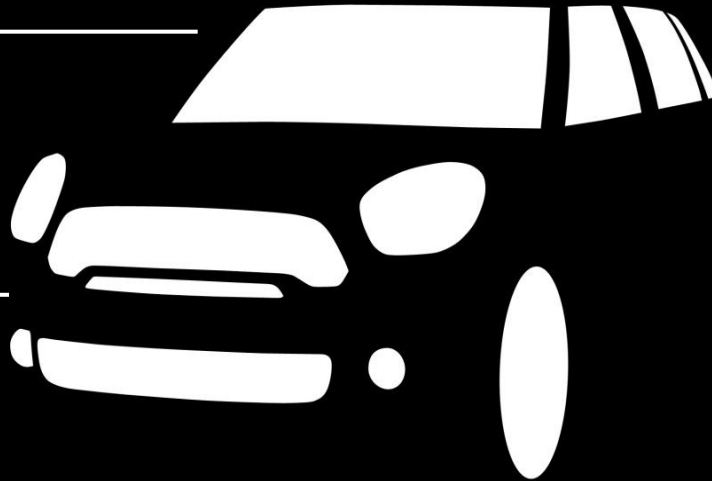
Need-based operation of ancillary units.

Shift Point Display. **3▲**

Auto Start/Stop function.

Brake Energy Regeneration.

MINIMALISM Analyser.

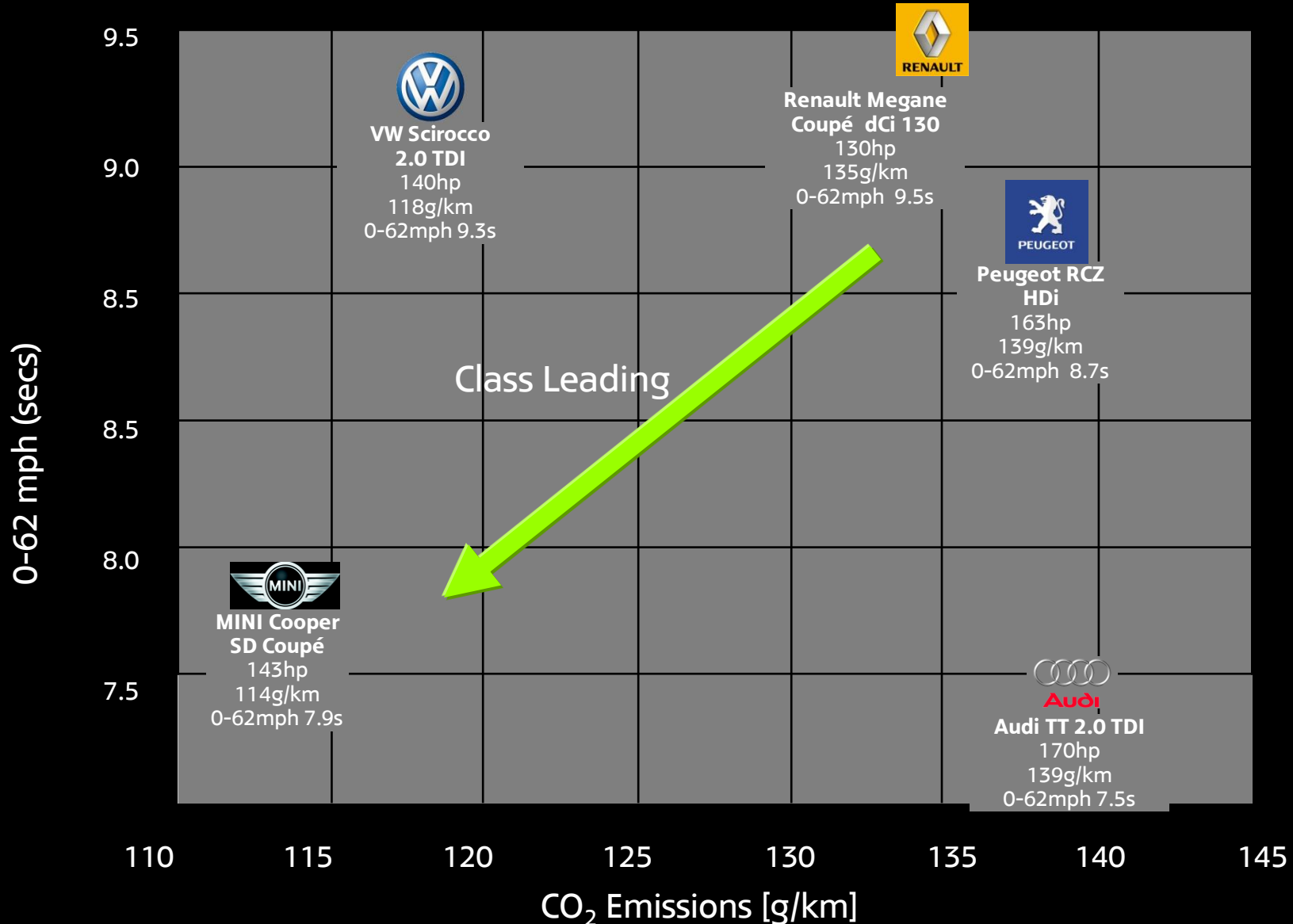


AVERAGE CO2 EMISSIONS ACROSS MINI FAMILY : 128G CO2/KM*

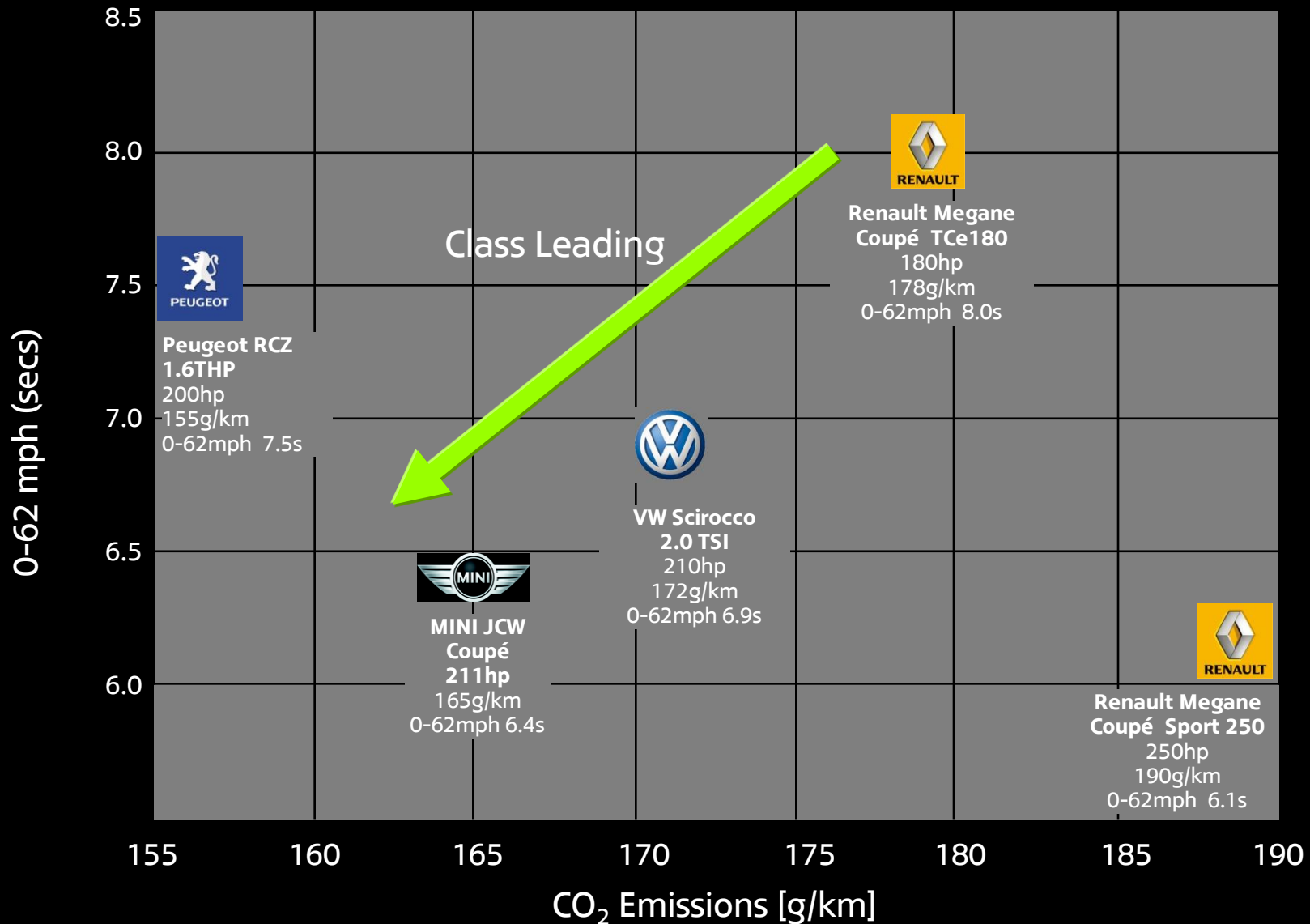
***SOURCE: CLEAN GREEN CARS**

MINI COUPÉ.

MINI COOPER SD COUPÉ: COMFORTABLY BEST IN CLASS.



MINI COUPÉ. MINI JOHN COOPER WORKS COUPÉ.



MINI COUPÉ. PRICING - OTR.

Cooper

£16,640

Cooper S

£19,775

Cooper SD

£20,510

John Cooper Works

£23,795



MINI COUPÉ.

MIX AND MATCH ROOF, BODY AND STRIPES.

Standard but can be deleted if required



MINI TLC.

CLASS LEADING SERVICE PACKAGES.



- » That's 8 years servicing for £524.
- » Current take rate across MINI range: 98%

MINI COUPÉ.

CLASS LEADING RVS.

RESIDUAL VALUES 3YRS / 60,000 FROM CAP MONITOR

MINI Cooper SD Coupe	47%	MINI John Cooper Works Coupe	45%
Audi TT 2.0 TDi 170hp Quattro Sport	44%	Peugeot RCZ 1.6 THP 200hp Sport	38%
Peugeot RCZ 2.0 HDi 163hp Sport	37%	VW Scirocco 2.0 TSI 210hp GT	34%
VW Scirocco 2.0 TDi 140hp Bluemotion Tech	36%	Renault Megane Coup 2.0T 250hp Sport	38%
Renault Megane Coupe 1.9 DCI 130hp Dynamique TomTom	28%	Porsche Cayman 2.9 265hp	41%
		Porsche Boxster 2.9 255hp	36%

MINI COUPÉ. MINI FAMILY ALBUM 2012.



UK MEDIA LAUNCH. MINI COUPÉ.



THANK YOU

