



Media Information  
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## **MINI LONDON 2012 EDITION HITS THE STARTING BLOCKS**

MINI cheers on Team GB and ParalympicsGB hopefuls with its new London 2012 inspired special edition.

MINI, official partner of Team GB and ParalympicsGB, has unveiled its new London 2012 special, limited edition models to celebrate the monumental London 2012 Olympic Games.

There will be just 2,012 of these special edition models built, which are available in Cooper, Cooper D, Cooper S and Cooper SD trims and come in the Union Jack themed colours; Chilli Red, White Silver or Lightning Blue. All models boast white mirror caps and a white roof featuring the iconic London 2012 Olympic graphic.

The exterior also features a distinctive Union Jack single sport stripe which runs over the bonnet, roof and rear tailgate of the car. The side scuttles also bear the London 2012 Olympic graphic. To finish off the dynamic look, the MINI London 2012 edition features unique grey 17-inch conical spoke alloy wheels – unavailable on any other MINI model.

Inside, the most striking feature is the London skyline, beautifully etched across the width of the piano-black dashboard. Silhouetting some of London's most iconic landmarks, including Tower Bridge, Battersea Power Station and the London Eye, the dashboard also displays the words "London 1 of 2012".

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

# MINI

## United Kingdom

### Corporate Communications

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The London 2012 inspiration continues with red and blue stitching twined with white piping on both the front and rear Black 'Lounge Leather' upholstery. The headrests complement the theme with Union Jack piping and a London 2012 logo is stitched on the inner edge of both front seats. Coloured stitching also features on the hand brake, gear stick gaiter and floor mats which also have piping.

All London 2012 special edition models come packed with a bundle of extra options like Lounge Leather sports seats, DAB radio, air conditioning, cruise control and chrome interior touches. MINIMALISM technology\* also comes as standard; helping to make the 99g/km CO<sub>2</sub> emitting Cooper D models exempt from London Congestion Charging.

As well as fuel sipping mpg figures and low CO<sub>2</sub> emissions – MINI is one of the top five low CO<sub>2</sub> car manufacturers\*\* - drivers can enjoy the brand's trademark go-kart handling and charismatic personality in a truly patriotic driving experience.

To bag one of these must-have street accessories of 2012, the new MINI London 2012 Edition pre-sale list opens at today, with the new models hitting UK roads from March 2012. On the Road Prices for the MINI London 2012 Editions models are:

MINI Cooper Hatch	£17,980
MINI Cooper D Hatch	£19,260
MINI Cooper S Hatch	£20,125
MINI Cooper SD Hatch	£20,860

# MINI

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\*super efficient petrol and diesel engines, gear shift display, auto stop/start function and brake energy regeneration.

\*\*Figures supplied by Clean Green Cars.

### 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 seven years.

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