



Media Information  
00:00 30<sup>th</sup> October 2011

### **THE ALL-NEW MINI ROADSTER**

- First two-seater convertible sports car from MINI
- Robust all-season fabric roof with semi-automatic operation
- Typically MINI: distinctive design with extensive personalisation programme, outstanding driving performance
- Four-model engine line-up; three petrol, one diesel
- Built in Britain at Plant Oxford
- On sale next spring priced from £18,015 OTR

The critically acclaimed MINI family is expanding again. Hot on the wheels of the stunning Coupé comes the launch of the sixth unique model in the line-up, the eagerly anticipated and all-new MINI Roadster.

MINI continues to rewrite the rulebook; this is the first open-topped two-seater in the company's history. The cutting-edge design is typically MINI – an authentic re-interpretation of a classic motoring concept. This latest model offers the fun of driving a taut-handling roadster, with all the character of MINI. And being built at Plant Oxford means it can justifiably claim to be a spiritual successor to the traditional British roadsters of old.

The semi-automatic operation of the tailored soft-top roof means rapid opening and closing, and it doesn't affect the MINI Roadster's practicality in any way. This is a versatile two-seater with a stowage area behind the driver and passenger seats, generous 240-litre luggage area and through-loading system.

BMW Group Company

Postal Address  
BMW (UK) Ltd.  
Ellesfield Avenue  
Bracknell Berks  
RG12 8TA

Telephone  
01344 480320

Fax  
01344 480306

Internet  
[www.bmw.co.uk](http://www.bmw.co.uk)

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



# MINI

## United Kingdom

### Corporate Communications

#### Media Information

Date

Subject **THE ALL-NEW MINI ROADSTER**

Page 2

The MINI Roadster is the first premium model of its kind in the small car segment, offering buyers a unique package that will bring the joy of MINI ownership to a passionate and demanding group of new customers.

Selling alongside the Hatch, Convertible, Clubman, Countryman and Coupé, the MINI Roadster will arrive in UK showrooms next spring. As with the recently launched MINI Coupé, all variants of the MINI Roadster carry the Cooper name in their model titles. Full details of standard and optional equipment on each will be released nearer the launch. A wide range of accessories and personalisation choices will be available.

Model	OTR Price	CO2 (g/km)	MPG (Combined)	Power (hp)	Top Speed (mph)
MINI Cooper Roadster	£18,015	133	49.6	122	124
MINI Cooper S Roadster	£20,900	139	47.1	184	141
MINI Cooper SD Roadster	£21,630	118	62.8	143	132
MINI John Cooper Works Roadster	£24,850	169	38.7	211	147

#### Unique but familiar styling

The MINI Roadster is true to the brand's existing design language, but sculpted to the classic proportions of a roadster. With an exterior length of 3,734 mm (see panel below for model variations), a width of 1,683 mm and a wheelbase of 2,467 mm, the MINI Roadster's footprint closely mirrors that of the MINI Convertible. However, the elegant roofline is more than 20 mm lower than its four-seater sibling, allowing the Roadster to cut a distinctive, low-slung and visually stretched stance.

Designed around a traditional three-box body structure, the car's silhouette is dominated by the heavily raked A-pillars, angled backwards by an extra 13 degrees over the MINI Convertible. The waistline rises gently along the car's length towards the strikingly stepped rear end.



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

official partner of the  
Olympic and Paralympic Games

# MINI

## United Kingdom

### Corporate Communications

#### Media Information

Date

Subject **THE ALL-NEW MINI ROADSTER**

Page 3

Key to the MINI Roadster's appeal to buyers is its unique canvas roof. The tailored soft-top offers robust, all-season durability with an easy opening and closing semi-automatic operation as part of the standard specification. When opened, the roof folds down flat behind the seats, keeping the car's elegant lines intact. And since the outer skin of the roof faces upwards, there is no need for any additional cover.

MINI enthusiasts will immediately recognise the interior of the Roadster. All the trademark features – including the much-loved large central circular speedo, the rev counter behind the steering wheel and the toggle switches – are present in the two-seater cabin. The package includes sports seats fitted as standard in the MINI Cooper S Roadster, MINI Cooper SD Roadster and MINI John Cooper Works Roadster, which provide outstanding lateral support during cornering.

Two-seater roadsters have a tendency to lack practicality but that's not the case with the MINI Roadster. It has a 240 litres of luggage space, plus the high-opening tailgate, low boot sill and ski hatch make for simple loading. The MINI Roadster also comes with large door bins, three cupholders, and a cross-rack behind the seats.

#### **Powerful and fuel-efficient engines**

Power for the MINI Roadster comes from the latest generation of fuel-efficient BMW Group four-cylinder petrol and diesel engines. Outputs range from 90 kW/122 hp in the MINI Cooper Roadster to 155 kW/211 hp in the highly desirable flagship MINI John Cooper Works Roadster. MINI's performance diesel engine, the 105 kW/143 hp Cooper SD launched earlier this year, is also available and the line-up is completed with the Cooper S which offers 135kW/184 hp.

Fuel economy stretches from 38.7mpg to 62.8mpg, while CO2 emissions are as low as just 118g/km on the Cooper SD. Even the MINI John Cooper Works Roadster emits only 169g/km. A full technical breakdown for each model is given below.

# MINI

## United Kingdom

### Corporate Communications

#### Media Information

Date

Subject **THE ALL-NEW MINI ROADSTER**

Page 4

#### **Classic Roadster dynamics with advanced technology**

Vital to getting the best from the powerful engines and customary front-wheel drive transmission is MINI's outstanding chassis technology. It pushes the brand's hallmark driving fun to the fore, with a 'go-kart' feeling that's agile, precise and stable. The canvas roof means a lowered centre of gravity, while bodyshell stiffening has increased torsional rigidity. The suspension is comprised of MacPherson struts at the front axle and a multi-link rear axle. Sports suspension, which brings stiffer damper characteristics, sturdier anti-roll bars and upgraded springs, is available as an option.

Optimised aerodynamics also play a role. The heavily raked A-pillars and windscreen reduce the frontal area of the body and therefore cut levels of drag. Like the MINI Coupé, the MINI Roadster is fitted with an active rear spoiler that's integrated into the tailgate. It extends automatically as soon as the car reaches 50 mph and drops back at 37 mph, though can also be operated manually.

Electric Power Steering (EPS) with speed-sensitive assistance is standard on the MINI Roadster, for predictable and precise cornering. A Sport button on the centre console, standard on all MINI Roadster models, allows the driver to adjust the car's steering characteristics and accelerator responses. If the optional six-speed automatic gearbox is specified, pressing this button also shortens shift times.

The standard DSC (Dynamic Stability Control) system selectively brakes individual wheels and reduces engine power to prevent a front or rear-end slide. The system includes ABS anti-lock braking, EBD (Electronic Brakeforce Distribution), CBC (Cornering Brake Control), Brake Assist and Hill Start Assistant. DSC also adds DTC (Dynamic Traction Control) with EDLC (Electronic Differential Lock Control) for the driven axle as standard on the MINI John Cooper Works Roadster and as an option on all other model variants.

# MINI

## United Kingdom

### Corporate Communications

#### Media Information

Date

Subject **THE ALL-NEW MINI ROADSTER**

Page 5

#### **MINIMALISM environmental technology as standard**

All versions of the MINI Roadster come with the brand's MINIMALISM environmental technology as standard, providing exceptional powertrain efficiency. Features such as Brake Energy Regeneration, Auto Start/Stop, Shift Point Display, Electric Power Steering and the need-based operation of ancillary components help to make efficient use of fuel with low emissions. Additional features include innovative thermal encapsulation of the drivetrain, which shortens the fuel-sapping warm-up period after a cold start.

#### **High standard specification and extensive range of options**

The MINI Roadster's generous list of standard equipment includes speed-sensitive steering assistance, electrically adjustable and heated exterior mirrors, rear Park Distance Control, air conditioning and an audio system with MP3-compatible CD player, DAB radio and AUX IN connection. Safety features include front and head-thorax airbags, an extremely rigid windscreen frame and polished stainless steel roll-over bars for outstanding occupant protection.

MINI's extension list of desirable optional extras means the comfort and individuality of the Roadster can be enhanced in an almost unlimited number of ways. These include a wide range of entertainment, communication and navigation systems, plus MINI Connected with web radio, Google services, RSS news feeds and in-car access to Facebook and Twitter.

Always popular with MINI customers are the on-board computer, multi-function steering wheel, automatic climate control, heated seats and storage compartment package.

The MINI Roadster is available in two non-metallic and six metallic paint shades. In keeping with British roadster tradition, the roof remains in black. Sport stripes, available in three colours for the bonnet, boot lid and rear apron, allow owners to add an extra personal touch. Alloy wheels of 15, 16 or 17-inch diameter are standard, depending on the model.

# MINI

## United Kingdom

### Corporate Communications

#### Media Information

Date

Subject **THE ALL-NEW MINI ROADSTER**

Page 6

#### **Exterior dimensions:**

**Length:** 3,734 millimetres (MINI Cooper Roadster: 3,728 millimetres, MINI John Cooper Works Roadster: 3,758 millimetres)

**Width:** 1,683 millimetres

**Height:** 1,390 millimetres (MINI Cooper Roadster: 1,384 millimetres, MINI John Cooper Works Roadster: 1,391 millimetres)

**Wheelbase:** 2,467 millimetres

#### **Engine variants:**

MINI John Cooper Works Roadster: Four-cylinder petrol engine with MINI twin scroll turbo technology and numerous technological details carried over directly from motorsport.

Displacement: 1,598 cc,  
output: 155 kW/211 hp at 6,000 rpm,  
max. torque: 260 Nm/192 lb-ft at 1,850 – 5,600 rpm  
(280 Nm/207 lb-ft with Overboost at 2,000 – 5,100 rpm).

Acceleration 0–100 km/h (62 mph): 6.5 seconds,  
top speed: 237 km/h (147 mph).

Average fuel consumption according to EU: 7.3 litres/100 kilometres (38.7 mpg imp),  
CO2 emissions: 169 g/km.

MINI Cooper S Roadster: Four-cylinder petrol engine with  
MINI twin scroll turbo Turbo technology.

Displacement: 1,598 cc,  
output: 135 kW/184 hp at 5,500 rpm,  
max. torque: 240 Nm/177 lb-ft at 1,600 – 5,000 rpm  
(260 Nm/192 lb-ft with Overboost at 1,730 – 4,500 rpm).  
Acceleration 0–100 km/h (62 mph): 7.0 seconds,  
top speed: 227 km/h (141 mph).

# MINI

## United Kingdom

### Corporate Communications

#### Media Information

Date

Subject **THE ALL-NEW MINI ROADSTER**

Page 7

Average fuel consumption according to EU: 6.0 litres/100 kilometres (47.1 mpg imp), CO2 emissions: 139 g/km.

MINI Cooper Roadster: Four-cylinder petrol engine with fully variable valve management based on the BMW Group's VALVETRONIC technology.

Displacement: 1,598 cc,  
output: 90 kW/122 hp at 6,000 rpm,  
max. torque: 160 Nm/118 lb-ft at 4,250 rpm.

Acceleration 0–100 km/h (62 mph): 9.2 seconds,  
top speed: 199 km/h (124 mph).

Average fuel consumption according to EU: 5.7 litres/100 kilometres (49.6 mpg imp), CO2 emissions: 133 g/km.

MINI Cooper SD Roadster: Four-cylinder turbodiesel with MINI twin scroll turbo technology.

Displacement: 1,995 cc,  
output: 105 kW/143 hp at 4,000 rpm,  
max. torque: 305 Nm/225 lb-ft at 1,750 – 2,700 rpm.  
Acceleration 0–100 km/h (62 mph): 8.1 seconds,  
top speed: 212 km/h (132 mph).

Average fuel consumption according to EU: 4.5 litres/100 kilometres (62.8 mpg imp), CO2 emissions: 118 g/km.

Ends

#### Notes for editors

The standard spec for UK cars will be a semi-automatic roof. A fully manual roof will be standard in all other markets but will not be available as an option in the UK. Customer research and analysis of the competitive set has shown that a semi-automatic roof is more appropriate for the UK market. The semi-automatic roof cannot be operated while the MINI Roadster is on the move.



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

# MINI

## United Kingdom

### Corporate Communications

#### Media Information

Date

Subject **THE ALL-NEW MINI ROADSTER**

Page 8

#### **The BMW Group**

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI, Husqvarna Motorcycles 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.

#### **MINI Press Office Contacts:**

Jemma Chalcroft MINI Media Relations Executive  
Tel: 01344 480739 Email: [Jemma.Chalcroft@mini.co.uk](mailto:Jemma.Chalcroft@mini.co.uk)

Sarah Heaney MINI Media Relations Manager  
Tel: 01344 480110 Email: [Sarah.Heaney@mini.co.uk](mailto:Sarah.Heaney@mini.co.uk)

Wieland Bruch Corporate Communications Manager  
Tel: 01344 480113 Email: [Wieland.Bruch@bmw.co.uk](mailto:Wieland.Bruch@bmw.co.uk)

Graham Biggs Corporate Communications Director  
Tel: 01344 480109 Email: [Graham.Biggs@bmw.co.uk](mailto:Graham.Biggs@bmw.co.uk)

Media website: [www.press.bmwgroup.co.uk](http://www.press.bmwgroup.co.uk)  
[www.mini.co.uk](http://www.mini.co.uk)  
[www.facebook.com/miniuk](http://www.facebook.com/miniuk)  
[www.youtube.com/miniuk](http://www.youtube.com/miniuk)