



Media Information

11th November 2011

AVOID DICE ON THE ICE WITH MINI WINTER TYRES

MINI's Winter Tyre Programme helps motorists cope with the worst that Jack Frost can throw at them

With average British winter temperatures dipping below 7°C, this winter MINI is dedicated to helping drivers stay on the roads, regardless of weather, with its Winter Tyre Programme.

All MINIs are fitted with summer tyres as standard, providing excellent levels of grip, acceleration, braking, comfort and fuel economy in normal road conditions. Summer tyres operate best at temperatures above 7°C. However, once the Great British Winter sets in and air temperatures drop to near freezing the rubber in summer tyres hardens, detracting from the summer tyres' performance. And in true wintry conditions of snow and ice summer tyre performance is even worse.

MINI's winter tyres have been specially engineered to operate much better than summer tyres at temperatures below 7°C. MINI's winter tyres contain more natural rubber in their compound and a different mix of silica as well as featuring special grooves. This allows them to retain flexibility at much lower temperatures.

Research has shown that the difference in breaking distances at 60mph in wet conditions under 7°C on summer and winter tyres is a whopping 4.8m*.

Being safe doesn't mean having to compromise on style; MINI's winter wheel and tyre packages come in steel or alloy rim designs. A set of winter wheels and tyres is available from £560 RRP per set**, and is by far the safer option in these colder months. To make life easier, MINI dealers will even store

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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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customers' standard wheels and tyres for just £30 until it's time to switch them back again in spring.

Notes to Editors

*Braking distance information supplied by Continental Tyres.

**Recommended retail price of £560 is based on steel wheel style R12, tyre dimension 175/65R15 84T and one set of wheel covers. All prices are for a set of four wheels and tyres, prices include VAT but exclude fitting.

Ends

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.

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