



Media Information
19th February 2012

MORE SPACE FOR STYLE: THE MINI CLUBVAN CONCEPT

Compact lifestyle van makes its world premiere at Geneva International Motor Show 2012

MINI will reveal a new stand-out-from-the-crowd concept at Geneva International Motor Show 2012 – The MINI Clubvan Concept - a compact van for business and leisure, and the first premium model in the small car-based van segment.

The MINI Clubvan Concept proves that style can also be practical, and that practicality can be attractive. The MINI Clubman-based concept car combines all of the driving fun and distinctive design for which MINI is renowned, with an increased load-carrying capability. The Clubvan concept opens the door to a completely new market for MINI, premium small businesses who want to combine sharp driving dynamics with low cost of ownership, while also making a style statement with their company van.

The ability to adapt goes back to the heart of MINI's heritage. Calls for maximising the load capacity of the classic Mini began as early as 1960, just a year after the car's birth, and so the Morris Mini Van was born. With its 10-centimetre-longer wheelbase, separate load compartment and split rear doors, it was perfectly equipped for commercial use. It also provided the basis for the fully glazed, four-seat Morris Mini Traveller, one of the precursors of today's successful MINI Clubman. And so, more than 50 years on, the MINI Clubvan Concept sees history repeating itself.

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



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

Media Information

Date

Subject

Page

MORE SPACE FOR STYLE: THE MINI CLUBVAN CONCEPT

2

Two seats, five doors, endless usage potential.

Limiting the car to two seats creates the capacity needed by business owners on a day-to-day basis, as well as opening up a whole new world of customisation potential. The same principle used in the classic Mini is applied in the MINI Clubvan – to provide the maximum amount of interior space on the smallest possible footprint.

The flat load area which reaches from the split rear doors right up to a partition grille behind the two seats makes full use of the interior's depth. Six attachment loops recessed into the load floor use elasticated straps to hold cargo in place. The fixed partition grille, made from solid aluminium in the lower part and a stainless steel honeycombe grating, ensures items stowed in the rear won't fall into the front cabin. The side walls, floor and roof lining of the load area in the Concept are trimmed in high-quality anthracite-coloured cloth.

Just like the MINI Clubman, the Clubvan Concept is a five-door car with a twist. Two front doors for the driver and front passenger, two side-hinged rear doors and the rear-hinged Clubdoor on the right-hand side all create useful access. The Clubdoor gives owners the option of loading smaller items from the side of the car as well as the rear.

The generous levels of space on board the concept car can be customised to suit the needs of the customer, for example, tools and goods can be stored neatly and securely in made-to-measure drawers or shelving units. 12-volt plug sockets in the load compartment also provide additional practicality.

MINI

United Kingdom

Corporate Communications

Media Information

Date

Subject

Page

MORE SPACE FOR STYLE: THE MINI CLUBVAN CONCEPT

3

Exterior design cuts a distinctive figure.

The MINI Clubvan Concept shares the same exterior dimensions as the MINI Clubman. The exterior of the car marks it out immediately as a MINI, offering customers the opportunity to combine their need for a practical, compact and easy-to-run van with the appeal of individual style and distinctive design, synonymous with the MINI brand.

The MINI Clubvan Concept is finished in British Racing Green paintwork, which extends to the roof, C-pillars and exterior mirror caps. The rear side windows are opaque with polycarbonate sections and are painted in the car's body colour. The rear doors feature heavily tinted glass making it difficult to see into the load compartment.

This ultra-versatile MINI can carry both its cargo and its business's promotional message in a uniquely stylish way. The unbroken paintwork along the car's flanks offers extensive scope for individualisation and the use of larger graphics.

The company featured on the MINI Clubvan Concept shown at Geneva 'Hugh Buckingham Signwriter' is a UK company, based in Southport which creates similar vehicle graphics for its customers. The Concept showcases how these might look on a MINI Clubvan.

Ends

MINI

United Kingdom

Corporate Communications

Media Information

Date

Subject

Page

MORE SPACE FOR STYLE: THE MINI CLUBVAN CONCEPT

4

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

Sarah Heaney MINI Media Relations Manager
Tel: 01344 480110 Email: Sarah.Heaney@mini.co.uk

Wieland Bruch Corporate Communications Manager
Tel: 01344 480113 Email: Wieland.Bruch@bmw.co.uk

Graham Biggs Corporate Communications Director
Tel: 01344 480109 Email: Graham.Biggs@bmw.co.uk

Media website: www.press.bmwgroup.co.uk

www.mini.co.uk

www.facebook.com/miniuk

www.youtube.com/miniuk