

# UK MEDIA LAUNCH. MINI ROADSTER.



**SARAH HEANEY**

**MEDIA RELATIONS MANAGER, MINI UK**



# MINI ROADSTER UK MEDIA LAUNCH.

## MINI UK Q1 BUSINESS UPDATE.

- » 2011 represented a record year for MINI in the UK: 50,138, an increase of 14% on 2010.
- » 2012 MINI Market Share year to date: 2.01 %
- » 11,319 MINIs delivered in Q1:
  - » 46% Hatch
  - » 22% Countryman
  - » 8% Coupe
- » Popularity of diesel continues MINI diesel sales are 46%, up from 29% on 2011
- » MINI John Cooper Works range sales increase of 170% vs Q1 2011



# MINI ROADSTER UK MEDIA LAUNCH.

## MINI GLOBAL Q1 BUSINESS UPDATE.

- » 2011 saw a new global sales record for MINI: 285,060
- » Almost 70% (196k) of these cars were built in Oxford
- » 68,210 MINIs were delivered globally in Q1, an increase of 12% on same period 2011
- » New markets for 2012 include India, Nigeria, Bolivia, Armenia and Azerbaijan.
- » MINI's global growth continues to deliver £1.2 billion to UK GDP, while securing over 5000 jobs across the production triangle.



**MINI ROADSTER UK MEDIA LAUNCH.  
MINI AT THE OLYMPICS.**

**100 DAYS TO GO UNTIL  
THE LONDON 2012  
OLYMPIC GAMES  
18 APRIL 2012**



**MINI ROADSTER UK MEDIA LAUNCH.**  
**MINI AT THE OLYMPICS.**



# MINI AT THE OLYMPICS. MINI LONDON 2012 SPECIAL EDITIONS.





# MINI AT THE OLYMPICS. MINI PERFORMANCE TEAM.



# MINI AT THE OLYMPICS. MINI: TEAM GB'S BIGGEST FAN.





# MINI AT THE OLYMPICS. THE TORCH COMES TO OXFORD.



# MINI AT THE OLYMPICS. MINI ON THE FLEET.



# UK MEDIA LAUNCH. MINI ROADSTER.



**DAVE TUCKETT**

**PRODUCT AND PLANNING MANAGER, MINI UK**



# THE MINI FAMILY OVERVIEW. EXTRAORDINARY SUCCESS STORY.



Launch of the first classic MINI



1<sup>st</sup> Generation MINI Hatch



2<sup>nd</sup> Generation MINI Hatch



2<sup>nd</sup> Generation MINI Convertible



MINI Coupé

1959

2000

2001

2004

2006

2007

2009

2010

2011

2012

MINI World Premiere



1<sup>st</sup> Generation MINI Convertible

MINI Clubman

MINI Countryman

MINI Roadster



2002 1 Derivate ■

3 Models ■■■

2011 5 Derivates ■■■■

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



# THE MINI FAMILY OVERVIEW. 2012: THE MINI SIX PACK.





**THE MINI FAMILY.  
THE NEW MINI ROADSTER.**



**THE MINI FAMILY.  
THE NEW MINI ROADSTER.**



# MINI ROADSTER. WHO IS THE TARGET CUSTOMER?

- » 2-seater sports car fans
- » Currently driving a premium convertible or roadster
- » Interested in sports cars and sporty driving
- » May also consider Mazda MX-5
- » Already MINI drivers looking for something different





# MINI ROADSTER. INSPIRED BY THE GREAT BRITISH ROADSTER TRADITION.



# MINI ROADSTER.

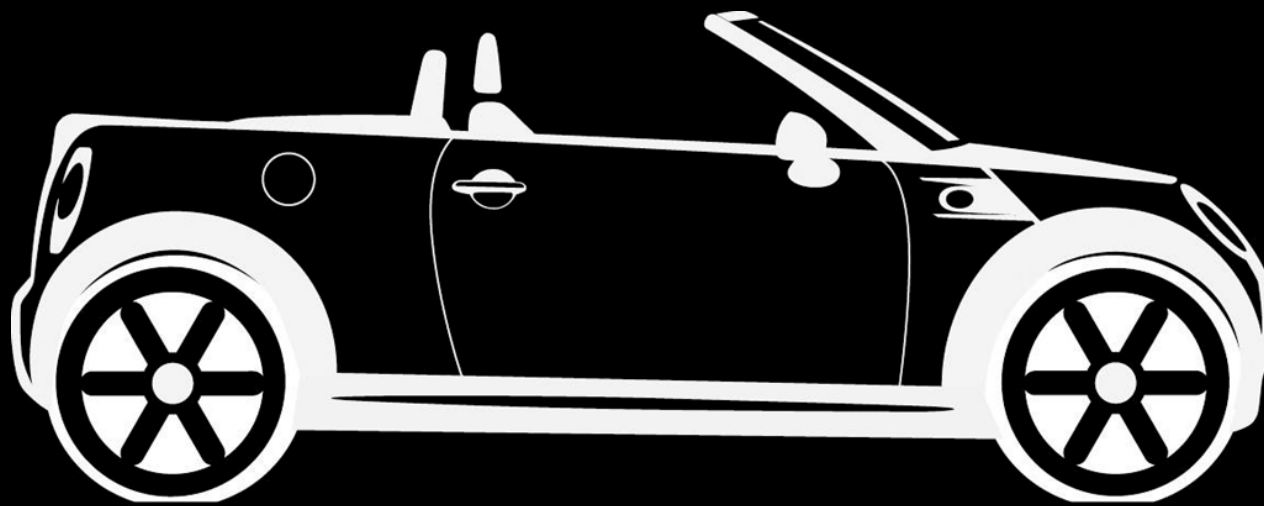
## EXTERIOR DESIGN FEATURES.

- » Extroverted 3-Box Design.
- » Angle of windscreen  $\sim 13^\circ$  less than on MINI Convertible.
- » Roll-over bars in polished stainless-steel.





# MINI ROADSTER. A NEW DIMENSION.



Height  
1390 mm  
(-24 mm  
vs.  
Convertible)

Wheelbase 2467 mm

Length 3734 mm (+5 mm vs. Convertible)

**MINI ROADSTER.**  
**DYNAMIC SOFT TOP.**



# MINI ROADSTER. SPACIOUS AND VERSATILE.

- » Stowage compartment behind seats.
- » Lockable through-load function.
- » Large and easily accessible luggage compartment - 240 litres.



**THE MINI FAMILY.**  
**STANDARD THROUGH LOAD.**





**THE MINI FAMILY.  
MASSIVE 240 LITRES - INDUSTRY BEST.**

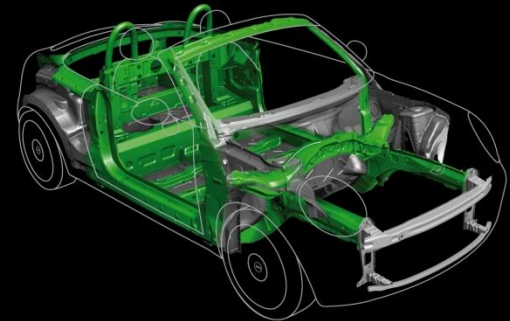




# MINI ROADSTER.

## MINI THRILLS IN A NEW SILHOUETTE.

- » Active rear spoiler.
- » Rigid body structure.
- » Specific suspension set-up.
- » Improved agility and dynamic handling.



# MINI ROADSTER. THE FULL LINE UP.



MINI Cooper  
Roadster £18,020

MINI Cooper S  
Roadster £20,905

MINI Cooper SD  
Roadster £21,630

MINI John Cooper Works  
Roadster £24,860

122 hp / 90 kW

184 hp / 135 kW

143 hp / 105 kW

211 hp / 155 kW

160 Nm  
at 4,250 rpm

240 - 260 Nm\*  
at 1,600 rpm

305 Nm  
at 1,750 - 2,700 rpm

260 - 280 Nm\*  
at 6,000 rpm

9.2 s [0-62 mph]

7.0 s [0-62 mph]

8.1 s [0-62 mph]

6.5 s [0-62 mph]

124 mph

141 mph

132 mph

147 mph

\* with Overboost

# MINI ROADSTER. PRICE TAG WINS.

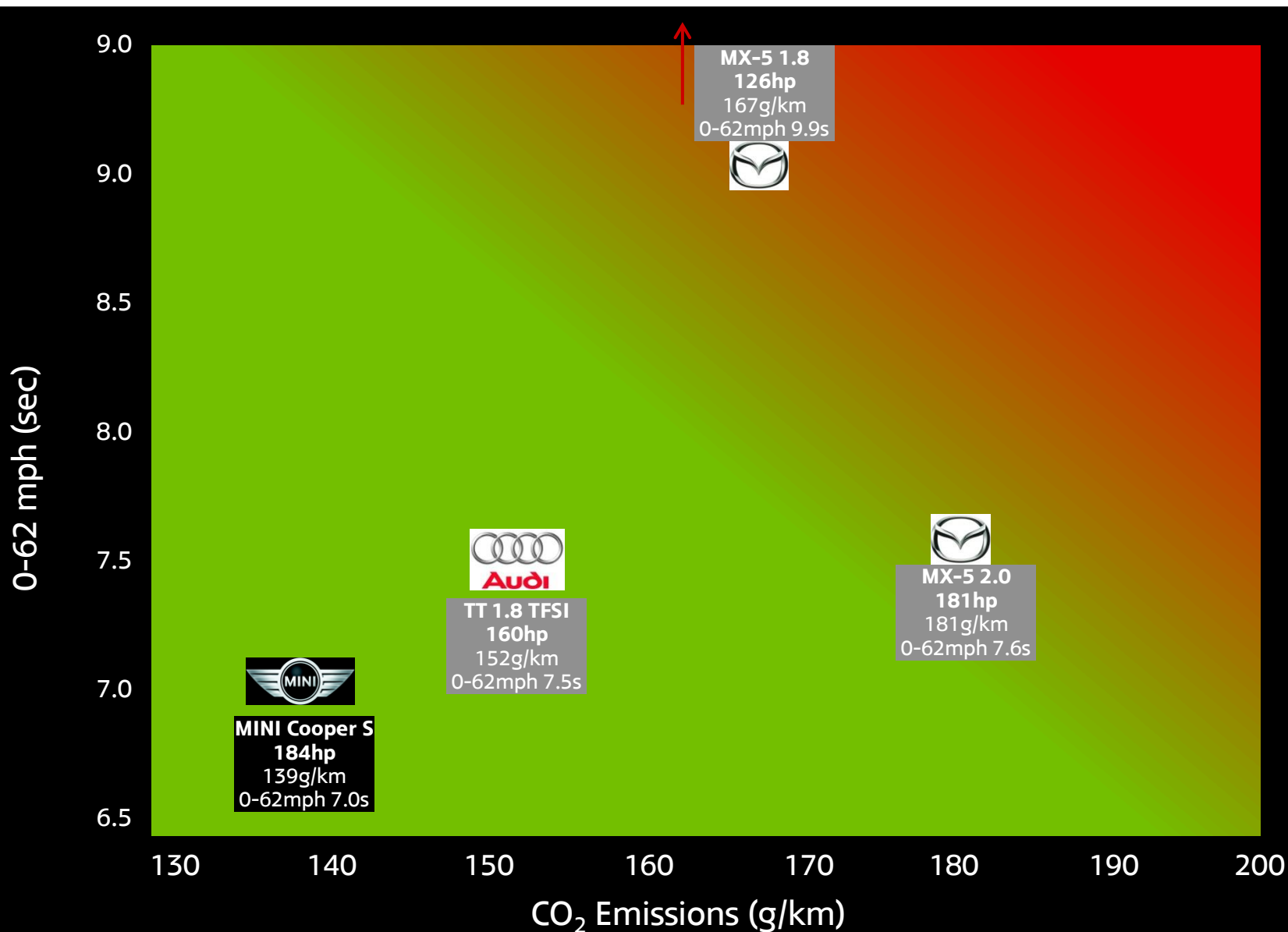


	<b>MINI Cooper S Roadster*</b>	<b>Mazda MX-5 2.0 Roadster</b>	<b>AUDI TT 1.8TFSI Roadster</b>
<b>OTR Price</b>	£20,905	£21,495	£25,320
<b>Displacement (cc)</b>	1598	1999	1798
<b>Max. output (hp/rpm)</b>	184/5500	160/5000	160/4500-6200
<b>Max. torque (Nm/rpm)</b>	240 (260)*/ 1600-5000	188/5000	250/1500-4500
<b>Top speed (mph)</b>	141	132	139
<b>Acceleration 0-62 mph (s)</b>	7,0	7.6	7.5
<b>Fuel consumption EU (combined) (mpg)</b>	47.1	36.2	43.5
<b>CO2 Emissions (g/km)</b>	139	181	152
<b>Weight (kg)</b>	1223	1165	1360

\* Overboost function

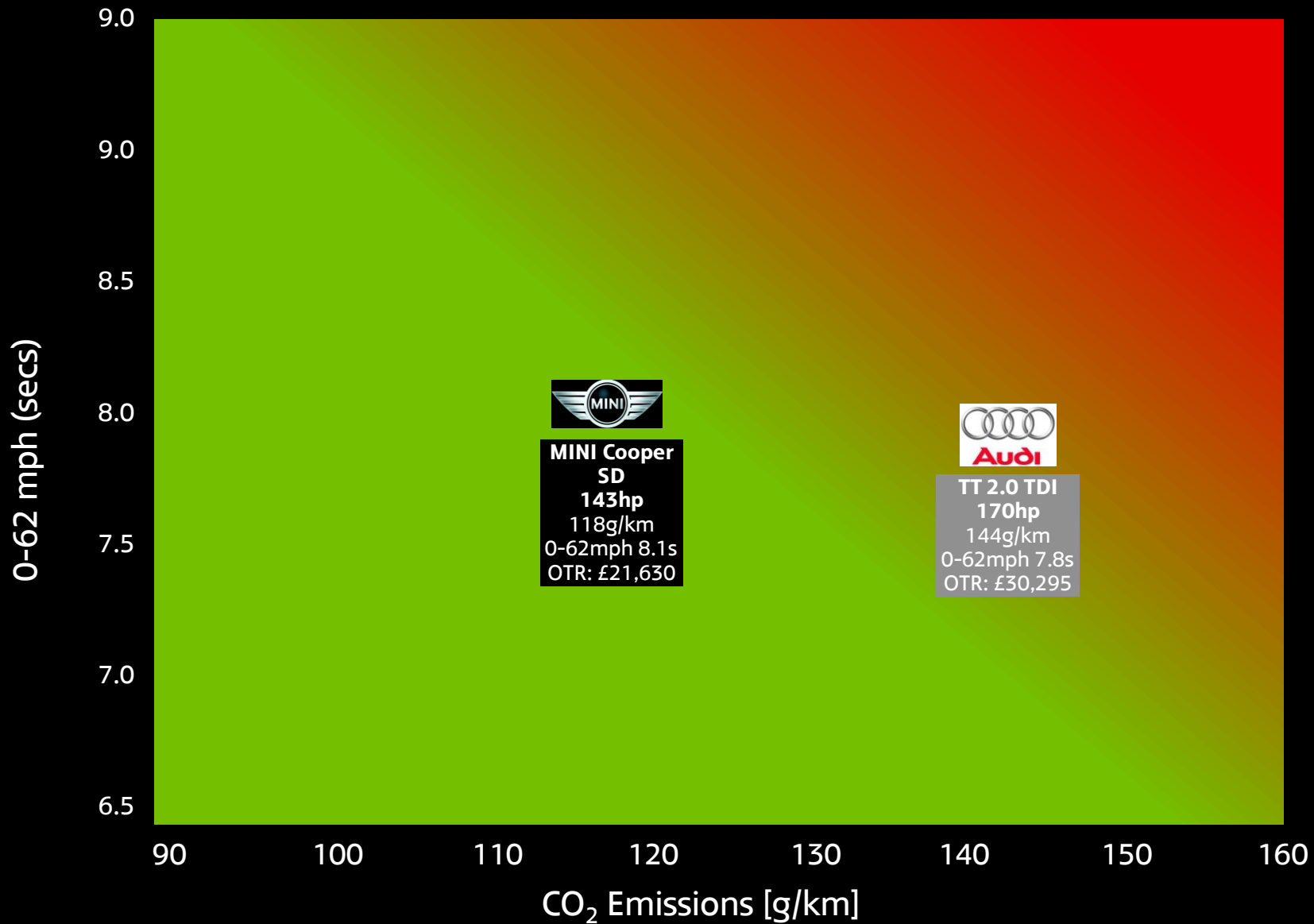
# MINI ROADSTER.

## DRIVING FUN MEETS LOW EMISSIONS.



# MINI ROADSTER.

## DRIVING FUN MEETS LOW EMISSIONS.





# MINI ROADSTER.

## MINIMALISM: WHERE SPORTS AND SUSTAINABILITY MEET.

**AVERAGE CO2 EMISSIONS ACROSS MINI FAMILY = 123 G/KM**

**AVERAGE FUEL CONSUMPTION ACCROSS MINI FAMILY = 57.1 MPG**

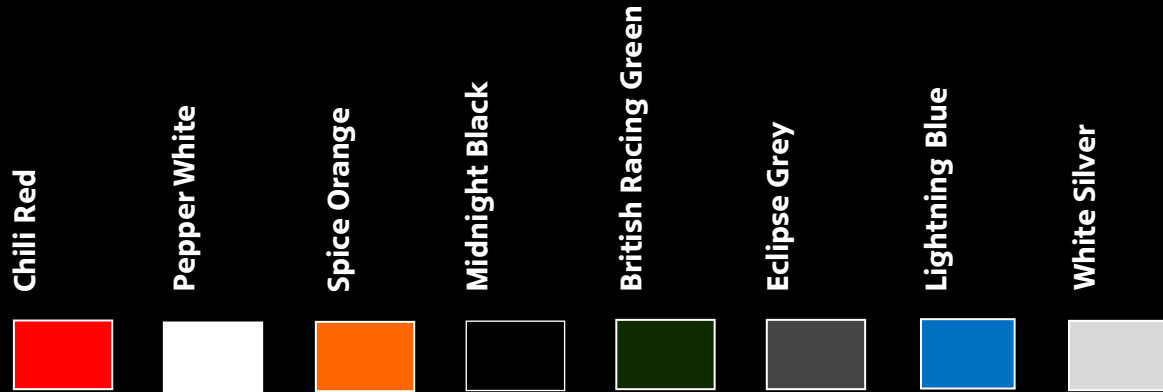
**AVERAGE SALES WEIGHTED POWER OUTPUT = 121 HP**

**NO OTHER SMALL CAR BRAND WITH THIS LEVEL OF BALANCE  
BETWEEN HIGH POWER OUTPUT AND LOW EMISSIONS**

**MINI IS THE MOST EFFICIENT BRAND IN ITS SEGMENT**

# MINI ROADSTER.

## CUSTOMISE AND PERSONALISE.



**15 BILLION POSSIBLE COLOUR  
AND TRIM COMBINATIONS  
ACROSS THE MINI RANGE**

# MINI ROADSTER. GET CONNECTED!

10:29 am



**MINI Connected**

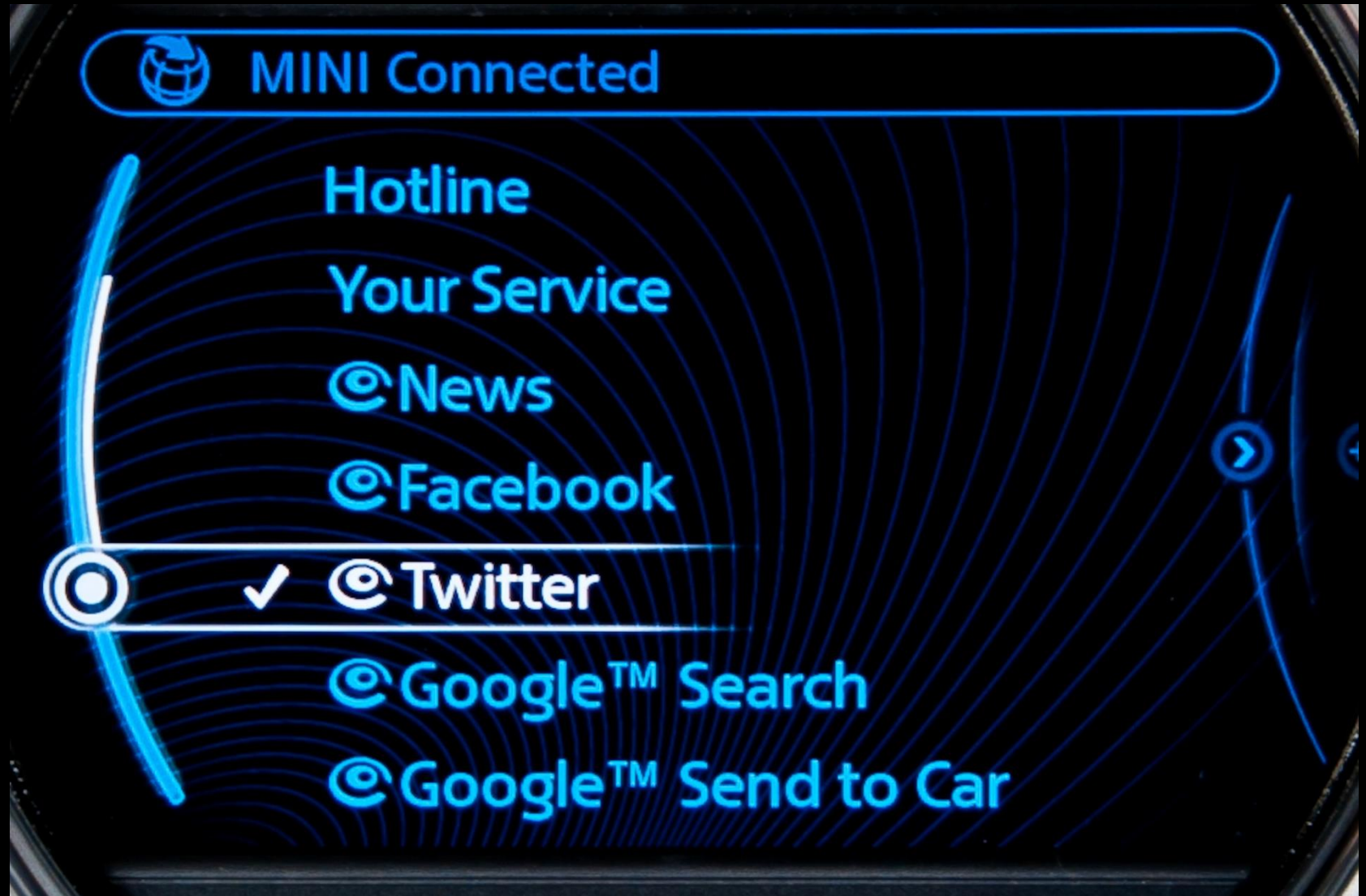


# MINI ROADSTER. GET CONNECTED!





# MINI ROADSTER. GET CONNECTED!



# MINI ROADSTER. GET CONNECTED!





# MINI ROADSTER. GET CONNECTED!



21:26

Dave T

Mobile Care

Hotline

Your Service

©Driving Excitement

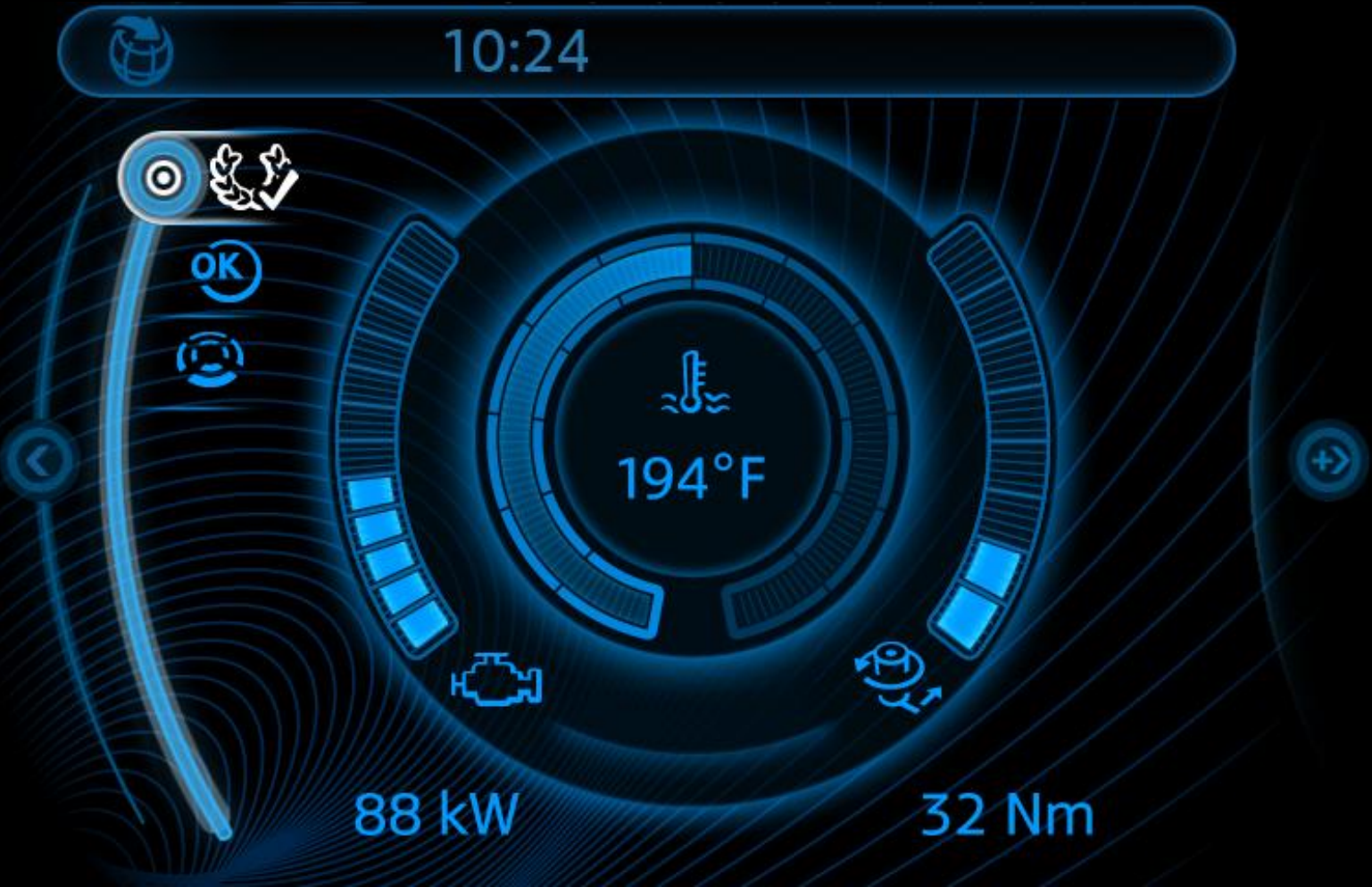
©Mission Control

©Dynamic Music

PlugIn

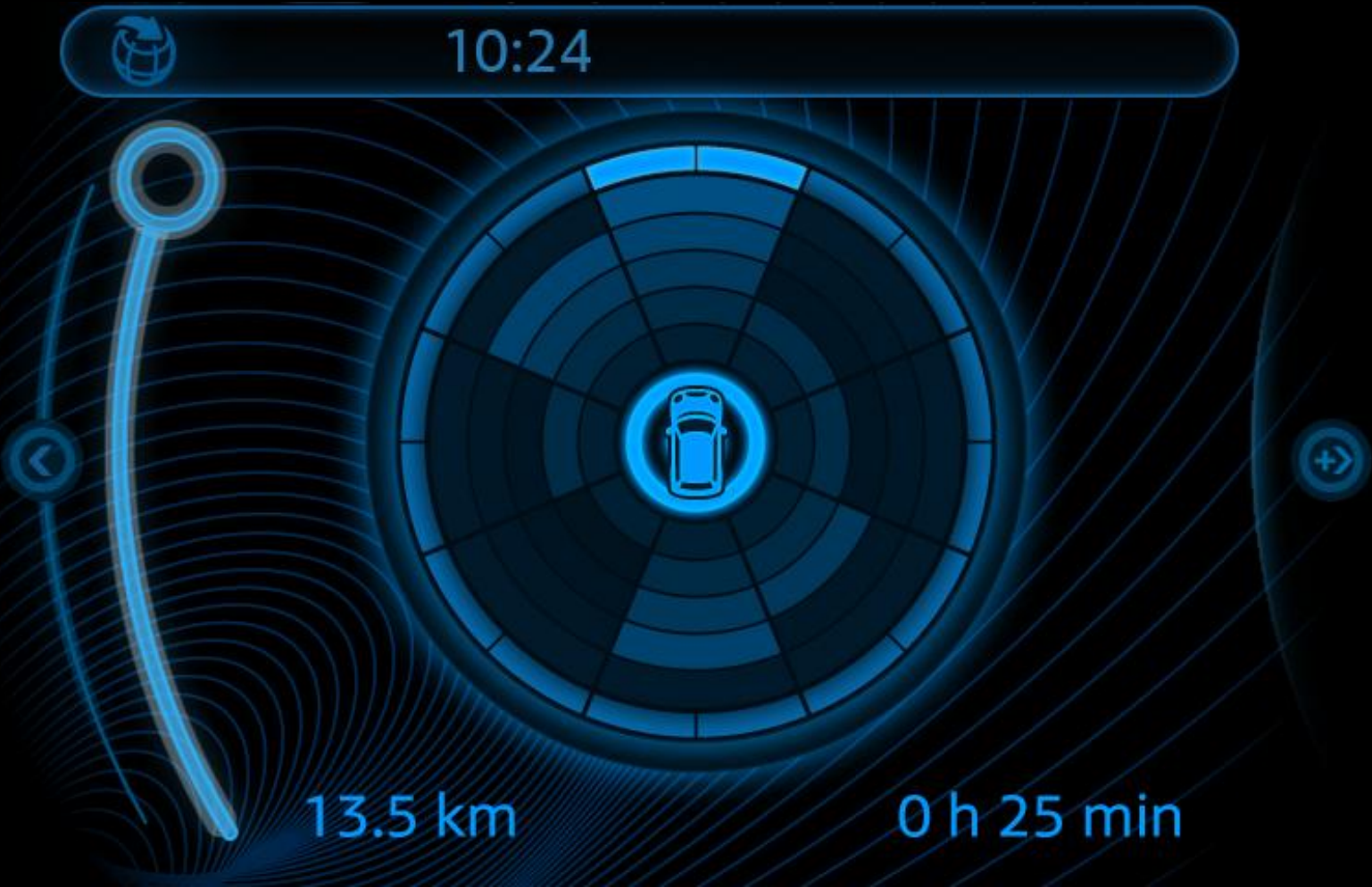


# MINI ROADSTER. DRIVING EXCITEMENT.





# MINI ROADSTER. DRIVING EXCITEMENT.



# MINI ROADSTER. GET CONNECTED!



21:15

📶 Dave T

🌐 Twitter

🌐 Google™ Search

🌐 Google™ Send to Car

🌐 MINIMALISM Analyser

🌐 Mission Control

🌐 Dynamic Music

PlugIn



# MINI ROADSTER. DYNAMIC MUSIC.

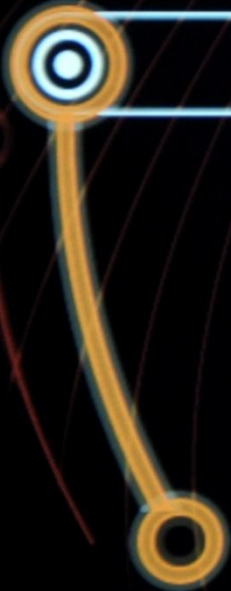


21:14

MINI Roa...



✓ MINI Road Star





# MINI ROADSTER. GET CONNECTED!





# MINI ROADSTER.

## TEST DRIVE TOYS: COOPER S



- » Chili Red
- » Black Lounge Leather
- » Sport Pack
- » Media Package
- » Harmon Kardon Hi-Fi
- » Chili Pack



- » Spice Orange
- » Satellite Grey Lounge Leather
- » Media Package
- » Harmon Kardon Hi-Fi
- » Chili Pack
- » 17" Conical Spoke Alloy Wheels

# MINI ROADSTER.

## TEST DRIVE TOYS: COOPER SD



- » British Racing Green
- » Toffee Lounge Leather
- » Sport Pack
- » Media Package
- » Harmon Kardon H-Fi
- » Chili Pack



- » Lightning Blue
- » Satellite Grey Lounge Leather
- » Sport Pack
- » Media Package
- » Harmon Kardon H-Fi
- » Chili Pack

# THE MINI FAMILY OVERVIEW. THE MINI SIX PACK.



# MINI ROADSTER UK MEDIA LAUNCH. WHAT'S HAPPENING, WHEN?

## » This Evening:

- » 6.30 Drinks & MINI Olympics
- » 8.00 Dinner

## » Tomorrow:

- » Breakfast from 7.30
- » Check out and keys from 8.30
- » Route A: 2hrs 30mins
- » Lunch at Cowley Manor
- » Route B: 1hr 30 mins
- » Afternoon Tea from 2.30
- » Max Earey available for photography

