



Media Information
17 April 2012

MINI INSPIRED BY GOODWOOD LIMITED EDITION AT WORLD'S MOST FAMOUS STORE

**A new MINI Inspired by the home of Rolls-Royce goes on
display at Harrods**

The MINI Inspired by Goodwood is the most ambitious and luxurious special edition model the brand has ever launched. To celebrate delivery of the first customer cars, a single example is going on display in prime position at Harrods, the world's most aspirational shopping destination.

The MINI which takes inspiration from the design team at Rolls Royce Motor Cars, forms part of a specially created window display. It is also visible from inside the iconic Knightsbridge store, allowing shoppers, pedestrians and drivers on the busy Brompton Road to see it.

The window features a beautiful manor house and gates, providing a quintessentially British backdrop to showcase the MINI. Inside Harrods, display screens provide information about the car, with a selection of swatches and samples of the premium interior trims used in the cabin. A member of staff from MINI's flagship Park Lane showroom will be on hand so customers can find out more or even place an order.

Highlighting the exclusive and limited edition nature of the MINI Inspired by Goodwood, the MINI logo and the words '1 of 1000' will be projected on to the pavement outside the window every night. The scene will be on display for two weeks starting from Easter Sunday, 8 April.

Guy Cheston, Harrods Director of Media Sale commented, "Harrods is delighted to be showcasing such an iconic British brand. The store attracts an average of 42,000 visitors every day from over 130 different countries every month. What better place

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than Harrods to showcase the most luxurious production MINI has ever built to a truly global audience.”

The MINI Inspired by Goodwood is a special edition model like no other. Announced at last April's Shanghai Motor Show, it brings together the unparalleled fun and character of MINI with the outstanding quality of materials and bespoke workmanship that come as standard with any Rolls-Royce Motor Car

The dashboard, centre console, air vents, carpets, heated leather seats, roof lining, doors and interior cladding are all finished in the exclusive Rolls-Royce colour Cornsilk. The dashboard and door handle surfaces are of Walnut Burr, a premium wood trim bespoke to Rolls-Royce.

No expense or attention to detail has been spared on the car. The roof linings, sun visors and rear storage tray are all made of luxurious cashmere, with deep-pile lambs wool used to make the floor mats.

Power comes from MINI's acclaimed 1.6-litre 135 kW/184 hp four-cylinder petrol engine with Twin Scroll turbocharger, direct petrol injection and variable valve control. The unit, which also powers the MINI Cooper S, is the most efficient in its displacement class.

The exterior of the MINI Inspired by Goodwood is finished in the exclusive Rolls-Royce colour Diamond Black metallic, and the car rides on 17-inch light alloy multi-spoke wheels. It is only available in MINI Hatch body style.

Standard equipment includes Bi-Xenon Adaptive Headlights, Park Distance Control, automatic air conditioning, an onboard computer, MINI Navigation and the MINI Radio Visual Boost audio system, which includes a Harman Kardon hi-fi speaker system.

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The MINI Inspired by Goodwood is priced £41,005 and can be ordered through official retailers. The price includes a comprehensive five-year servicing package, MINI TLC.

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.

In 2011, the BMW Group sold about 1.67 million cars and more than 113,000 motorcycles worldwide. The profit before tax for the financial year 2011 was euro 7.38 billion on revenues amounting to euro 68.82 billion. At 31 December 2011, the BMW Group had a workforce of approximately 100,000 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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