



Media Information
10 January 2013

MINI ROADSTER NAMED 'BEST OPEN-TOP' AT WHAT CAR? AWARDS

The MINI Cooper S Roadster has scooped the title of best open-top at the prestigious What Car? Car of the Year Awards 2013.

Chas Hallett, editor of What Car? said: "MINIs are all about fun and the Roadster delivers it in spades – in fact we think it's the most fun MINI yet. Drop the roof and the MINI Roadster feels like a modern-day version of classic British sports cars such as the MGB and Lotus Elan – only better."

The award comes hot on the heels of MINI's record breaking sales year in the UK, with the brand recording 51,234 vehicle registrations in 2012, the highest since the brand's launch in 2001.

The MINI Roadster was launched in the UK in April 2012 and the two seat soft-top has exceeded initial sales expectations. Built at MINI Plant Oxford, the MINI Roadster reincarnates the spirit of classic British roadsters by combining a high quality interior with class leading engines, delivering MINI's hallmark agility and 'go-kart' handling.

Collecting the award, Jochen Goller, Director MINI UK said, "We are delighted to receive this award as it is a prestigious endorsement of the MINI Roadster. The critically acclaimed MINI Cooper S Roadster starts from £20,935 OTR and

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is packed with technology and a high standard specification, which really sets it apart from other cars in its class.”

The MINI Cooper S Roadster’s 184hp turbocharged petrol engine propels the car from 0-62mph in 7 seconds, delivering unadulterated fun behind the wheel. Performance, however, does not come at the expense of economy, as MINI’s MINIMALISM technologies are fitted as standard delivering combined fuel consumption of 47.1mpg.

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 29 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2012, the BMW Group sold about 1.85 million cars and more than 117,000 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 eight years.

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