



Press release  
18 October 2013

## **Highlight in matt: MINI now with exclusive Frozen Black metallic paint finish.**

Striking body colour available in limited edition for the MINI Countryman and the MINI Paceman - elaborate surface treatment highlights the powerful proportions of the two models.

**Munich.** MINI is extending its program of exterior paint finishes for current models to include an exclusive new variant. Frozen Black metallic paint is now available as a limited edition colour for the top of the range MINI Countryman and MINI Paceman models. This innovative paint which has a textured, shimmering matt finish, gives the car a striking and expressive appearance. The new colour and finish is available for the MINI Cooper S Countryman, MINI Cooper SD Countryman, MINI Cooper S Paceman, MINI Cooper SD Paceman, MINI John Cooper Works Countryman and MINI John Cooper Works Paceman.

The Frozen Black metallic paint finish is created using a complex manufacturing process exclusive to the BMW Group. This special painting procedure, which involves not just innovative technology but also a high level of manual craftsmanship, is now being applied for the first time by Austrian production partner Magna Steyr in Graz where the MINI Paceman and MINI Countryman are produced. The special surface treatment encompasses the base layer for grip and corrosion protection, the colour layer as well as the clear lacquer finish which has added silicates to create the matted impression as well as the velvet effect which can be seen and felt.

Attached exterior parts such as the model-specific front and rear aprons and the exterior mirror caps are finished separately in the paint finish Frozen Black metallic. Due to the labour intensive process used to apply this exclusive body colour during production it is limited to a restricted number of cars.

Frozen Black metallic is of the same high quality as the other paint finishes available for MINI in terms of abrasion resistance and colour fidelity. The finish is completely weather resistant and car wash

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Page 2

resistant, however hand washing does require special care as spot cleaning of the surface using wax or polish can leave an unwanted gloss effect. For this reason the BMW Group offers care products developed specially for treating the Frozen Black metallic paint finish.



Press release  
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Page 3

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### The BMW Group

The BMW Group is the leading premium manufacturer of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 28 production and assembly facilities in 13 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 2012 was euro 7.82 billion on revenues amounting to euro 76.85 billion. At 31 December 2012, the BMW Group had a workforce of 105,876 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.

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