



Media Information

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Fancy a Cooper T?

MINI unveils groundbreaking new car that runs exclusively on Britain's favourite hot beverage

Enhancing the company's sustainability credentials, MINI's scientists, engineers and product designers have unveiled the new MINI Cooper T – the world's first vehicle to be powered by a tea-leaf biofuel composite.

This revolutionary new model, which is available in a variety of colours including 'Chamomile Yellow', 'Red Bush' and 'Earl Grey', is expected to cause a real stir in the motor industry when it's served up later this month.

Capable of covering up to 40 miles on a single cup, Cooper T certainly isn't what you'd call thirsty. It boasts all the standard features you would expect, such as VVT, ABS and DSC, but also benefits from DAT or Dunk Avoidance Technology. This ingenious filtration system stops peckish owners and opportunistic passersby from inserting biscuits into the MINI T's fuel tank in order to moisten their snacks.

Head of Cooper T engineering, Dr. Ivana Kuppa, said, "This particular project has been brewing for years. Our extensive research has shown that the nation's favourite drink is also an ideal biofuel. We already know good things come in small packages, but with Cooper T customers benefitting from up to 40 miles per cup, we are delighted to have the opportunity to bring this car to market."

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Media Information

Date 1 April 2014
Subject **Fancy a Cooper T?**
Page 2

MINI customers in the Gloucestershire area can get a first taste of the Cooper T at MINI Cotswold Gloucester on 1 April, where the vehicle will be displayed.

For further information about the MINI Cooper T, visit MINI UK's Facebook page at facebook.com/MINIUK.

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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 2013, the BMW Group sold around 1.963 million cars and 115,215 motorcycles worldwide. The profit before tax for the financial year 2012 was €7.82 billion on revenues amounting to €76.85 billion. As of the 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.

www.bmwgroup.com

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Media Information

Date 1 April 2014
Subject **Fancy a Cooper T?**
Page **3**

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