

# NEW MINI 5-DOOR HATCH. UK MEDIA LAUNCH.



**MARC MUSTARD.**  
**MEDIA RELATIONS MANAGER.**

# MINI IN 2014. FROM STRENGTH TO STRENGTH.

3 MILLIONTH



# MINI IN 2014. SALES PICTURE.

305,000 cars sold globally last year

Total UK August sales +11% on 2013

MINI Cooper sales 80% up on last year

Spectacular September sales – 6,000 MINIs sold

2014 set to be another record year for MINI UK!

# UK MEDIA LAUNCH. OUR CURRENT LINE-UP.



# UK MEDIA LAUNCH. WHAT IS MINI?



# NEW MINI 5-DOOR HATCH. UK MEDIA LAUNCH.

**TA-DOOR!**



# NEW MINI 5-DOOR HATCH. UK MEDIA LAUNCH.



**DAVE TUCKETT.**

**PRODUCT & PLANNING MANAGER**

# THE NEW MINI 5-DOOR HATCH.



# THE NEW MINI 5-DOOR HATCH.



# THE NEW MINI 5-DOOR HATCH. WHAT DOES THE SMALL HATCH MARKET LOOK LIKE?

**366,984** hatches sold in 2013.

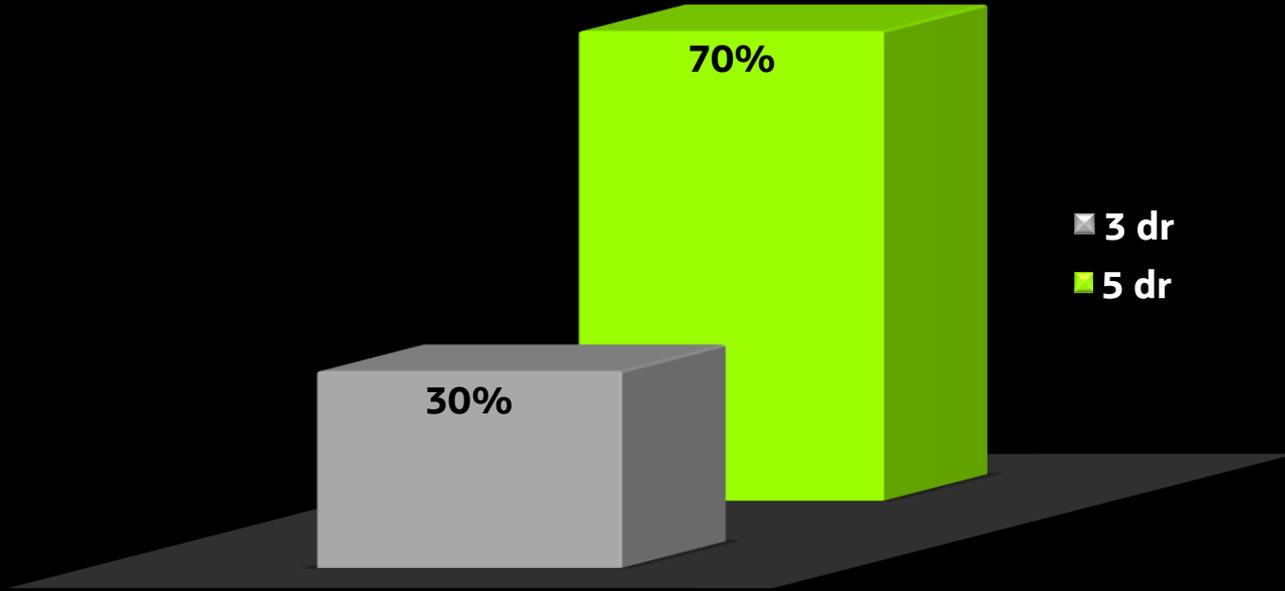
Which is **16%** of the overall market.

In just **7** key models.      

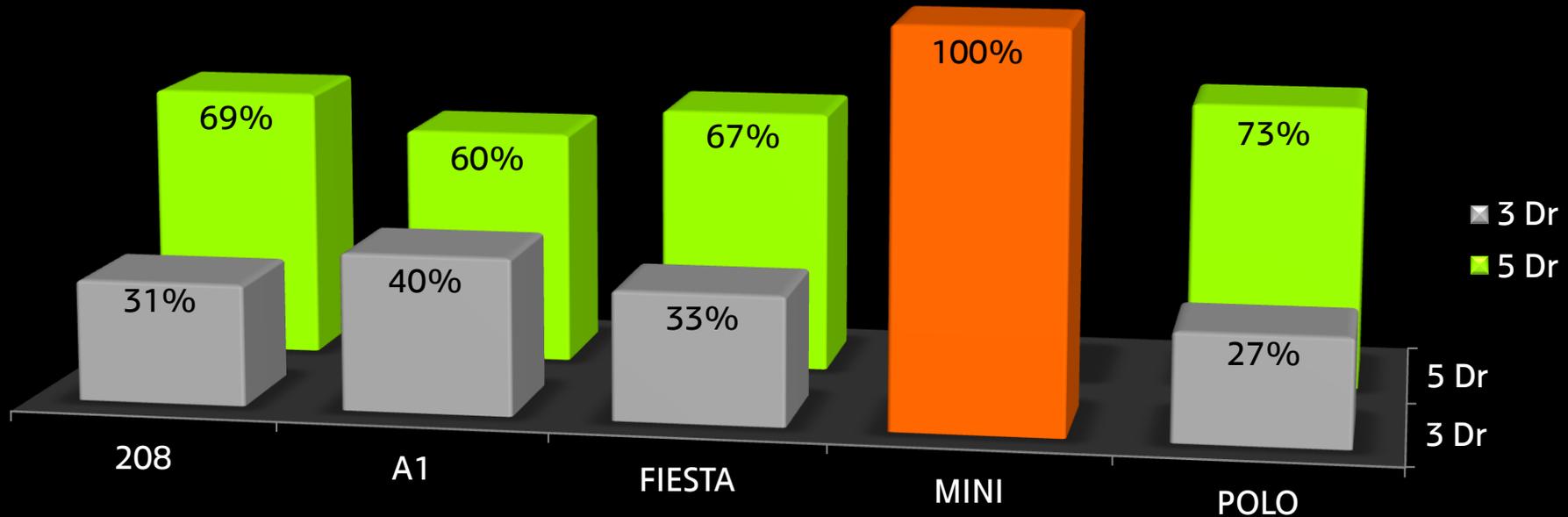
Of which **25,015** were 3 door MINIs.  
(circa 7%)

# THE NEW MINI 5-DOOR HATCH.

## HOW IS THE SMALL CAR MARKET SPLIT BY DOOR?

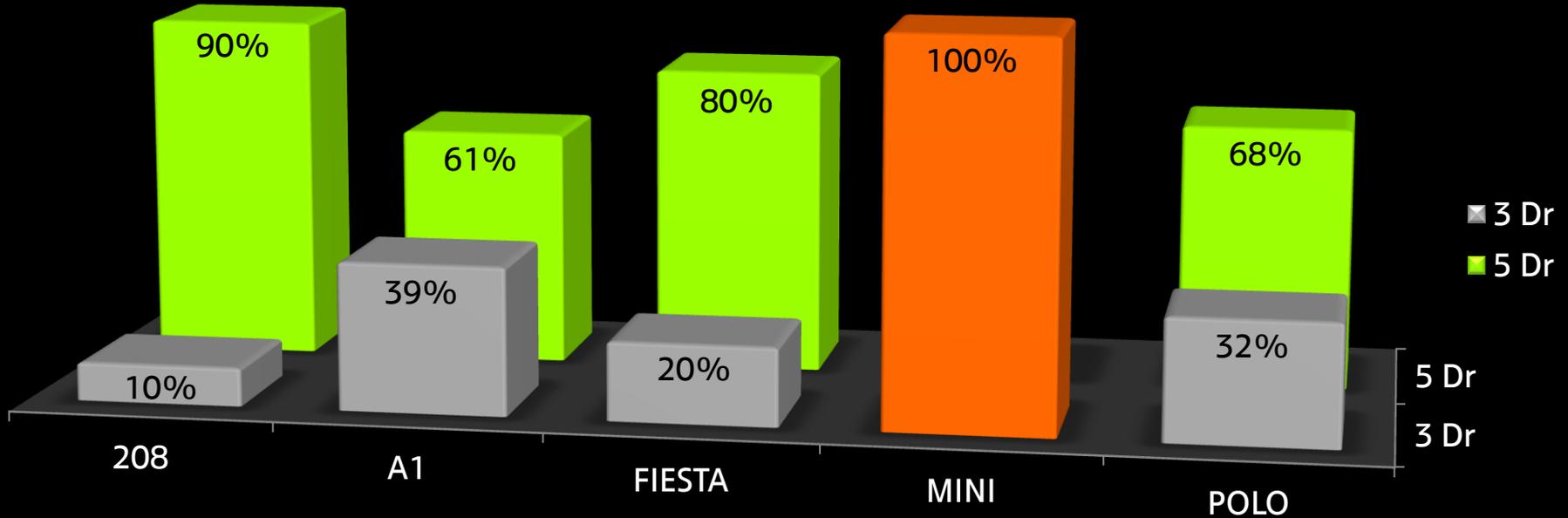


# THE NEW MINI 5-DOOR HATCH. COMPETITOR SPLIT BY DOOR.



# THE NEW MINI 5-DOOR HATCH.

## COMPETITOR SPLIT BY DOOR - CORPORATE.



# THE NEW MINI 5-DOOR HATCH. CUSTOMER COMPARISON.



**Couple/Single  
Sporty / Character**



**Young Family  
Space Requirement**



**Family  
Active Life Style**

**Urban**

**Off-road**



# THE NEW MINI 5-DOOR HATCH. CUSTOMERS WITH YOUNG FAMILIES.

**26%**

More motivated by  
reliability

**43%**

More motivated by  
comfort/space

**22%**

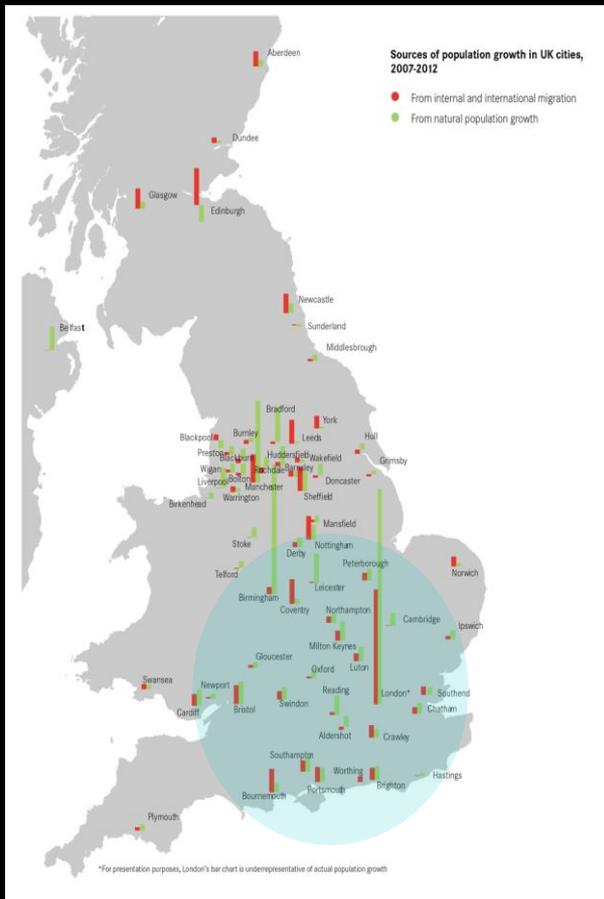
More motivated by  
fuel usage

**35%**

More motivated by  
price



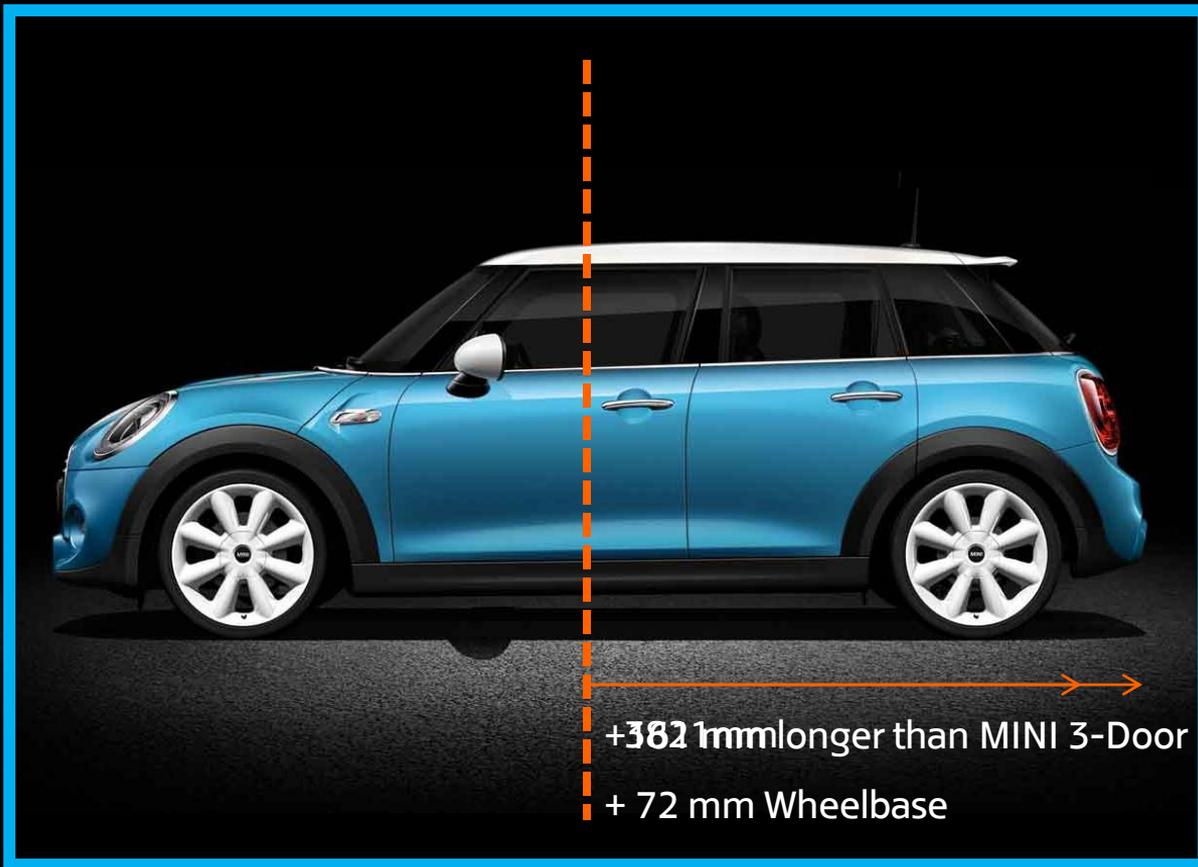
# THE NEW MINI 5-DOOR HATCH. INCREASING URBANISATION.



# THE NEW MINI 5-DOOR HATCH. STYLING.



# THE NEW MINI 5-DOOR HATCH. GROWTH.

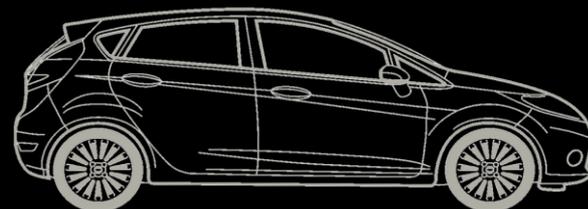


# THE NEW MINI 5-DOOR HATCH.

## 5-DOOR SIZING COMPARISON.



3,982 mm



3,969 mm

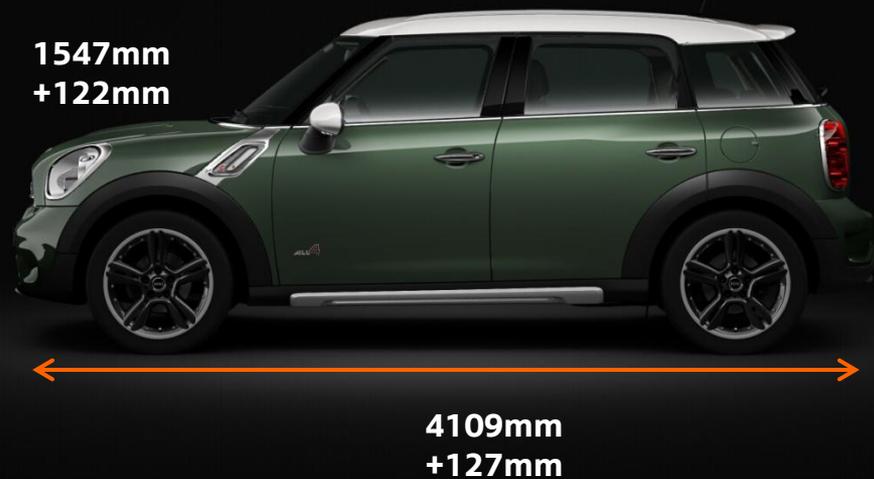


3,954 mm

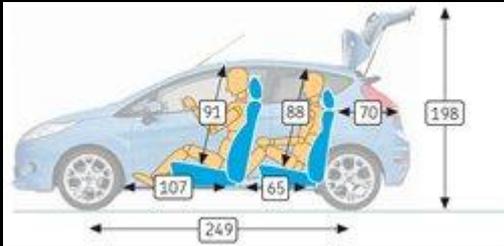
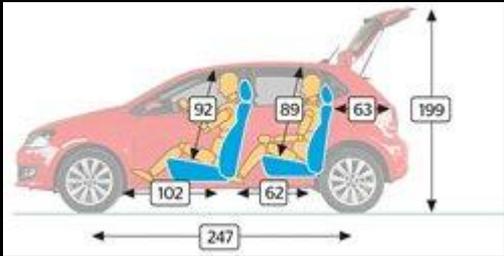
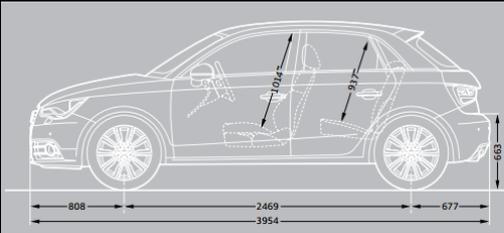


3,970 mm

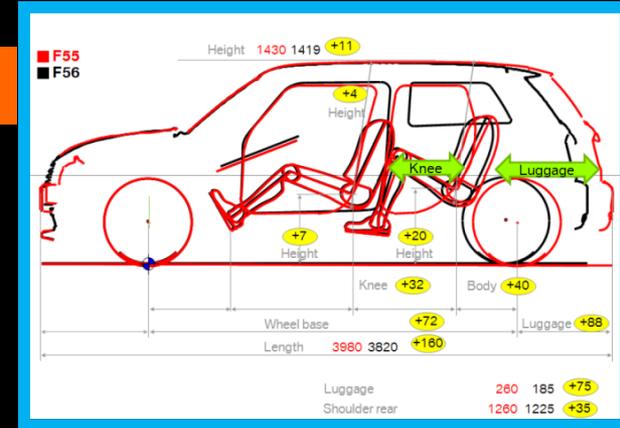
# THE NEW MINI 5-DOOR HATCH. SIZING COMPARISON TO COUNTRYMAN.



# THE NEW MINI 5-DOOR HATCH. SIZING COMPARISON.

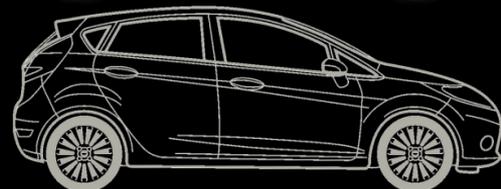


Model	Front headroom	Diff	Rear headroom	Diff
<b>MINI 5-Door</b>	<b>1019</b>		<b>942</b>	
A1	1014	-5	937	-5
Polo	920	-91	890	-52
Fiesta	910	-109	880	-62
<b>MINI 3-Door</b>	<b>1015</b>	-4	<b>938</b>	-4



# THE NEW MINI 5-DOOR HATCH.

## 5-DOOR BOOT COMPARISONS.



Model	Boot Volume	Difference
<b>5-Door Hatch</b>	278 litres	
<b>A1</b>	270 litres	-8 litres
<b>Polo</b>	280 litres	+2 litres
<b>Fiesta</b>	290 litres	+ 12 litres
<b>3-Door Hatch [R56]</b>	160 litres	-118 litres
<b>3-Door Hatch [F56]</b>	211 litres	-67 litres

# THE NEW MINI 5-DOOR HATCH. BOOT SPACE.



# THE NEW MINI 5-DOOR HATCH. MINI POWER.



# THE NEW MINI 5-DOOR HATCH.

## 5-DOOR DATA COMPARISON.

ONE



ONE



Cylinders	3
hp	102
Top speed	121 mph
0-62 mph	9.9 secs
Comb. mpg	61.4
CO <sub>2</sub>	108

3
102
119 mph
10.1 secs
58.9
112

3
95
118 mph
11.0 secs
83.1
89

3
95
116 mph
11.4
80.7
92

# THE NEW MINI 5-DOOR HATCH.

## 5-DOOR DATA COMPARISON.

COOPER



COOPER 



Cylinders	3
hp	136
Top speed	130 mph
0-62 mph	7.9 secs
Comb. mpg	62.8
CO <sub>2</sub>	105

3
136
129 mph
8.2 secs
60.1
109

3
116
127 mph
9.2 secs
80.7
92

3
116
126 mph
9.4
78.5
95

# THE NEW MINI 5-DOOR HATCH.

## 5-DOOR DATA COMPARISON.

COOPER S



COOPER S



Cylinders	4
hp	192
Top speed	146 mph
0-62 mph	6.8 secs
Comb. mpg	49.6
CO <sub>2</sub>	133

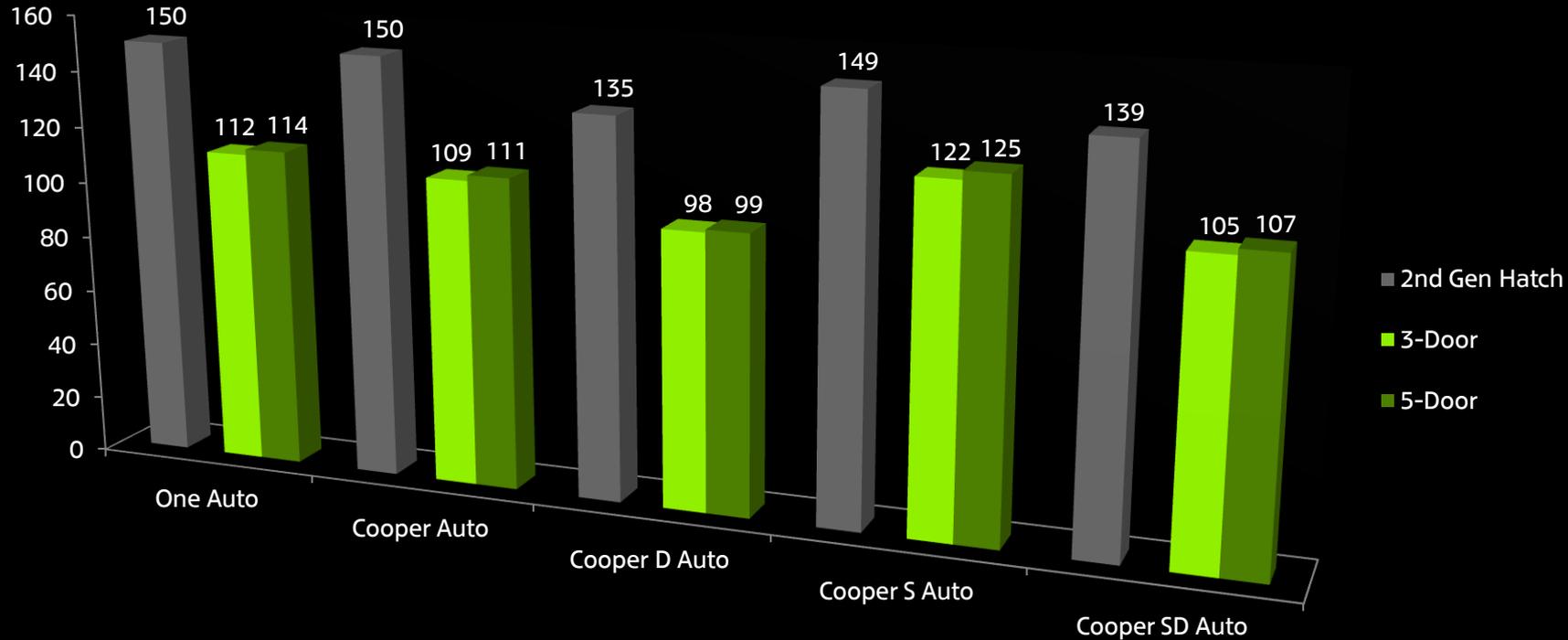
4
192
144 mph
6.9 secs
47.9
136

4
170
141 mph
7.3secs
68.9
107

4
170
140 mph
7.4
68.9
109

# THE NEW MINI 5-DOOR HATCH.

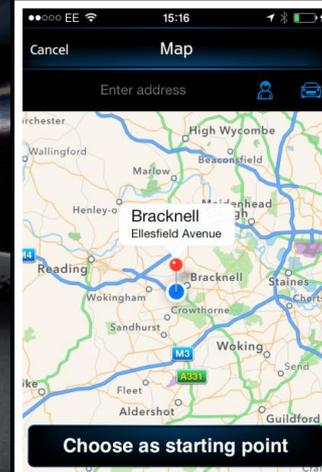
## NEW AUTOMATIC TRANSMISSION WITH START-STOP.



# THE NEW MINI 5-DOOR HATCH. MINI TECHNOLOGY.



- LED Headlights and Fog lamps
- E-Call
- Head up Display
- MINI Connected
- Park Assist



# THE NEW MINI 5-DOOR HATCH. SPECIFICATION.

**ONE**

**ONE** 

**COOPER**

**COOPER** 

**COOPER** 

**COOPER** 

- DAB Digital Radio.
- 6-Speed manual transmission.
- Front and rear electric windows.
- Heated mirrors and washer Jets
- USB audio interface.
- Keyless go.
- Front fog lights.
- On-Board Computer.
- Bluetooth.
- Front ISOFIX with passenger airbag deactivation.

# THE NEW MINI 5-DOOR HATCH. COMPETITOR RESIDUAL VALUE COMPARISON.

**GLASS'S**  
MOTORING GUIDE

“The slowest depreciating manufacturer was found to be MINI, with their range of vehicles, on average, depreciating at a rate of -16.4% per annum.

Considering that MINI operates within a classically high-RV-performing segment, combined with the desirable nature of the brand, meant that even for vehicles aged seven years, the percentage of cost new that can be expected from a MINI was appreciably more than any other brand.”

# THE NEW MINI 5-DOOR HATCH. SPECIFICATION AND PRICING.

Model	3-Door Retail Price	5-Door Retail Price	
One	£13,230	£13,830	+£600
One D	£14,370	£14,970	+£600
Cooper	£14,780	£15,380	+£600
Cooper D	£15,930	£16,530	+£600
Cooper S	£18,005	£18,605	+£600
Cooper SD	£18,930	£19,530	+£600



# THE NEW MINI 5-DOOR HATCH. COMPARISON TO VW GOLF.



3982mm



4255mm  
+273mm

# THE NEW MINI 5-DOOR HATCH. COMPARISON TO VW GOLF.

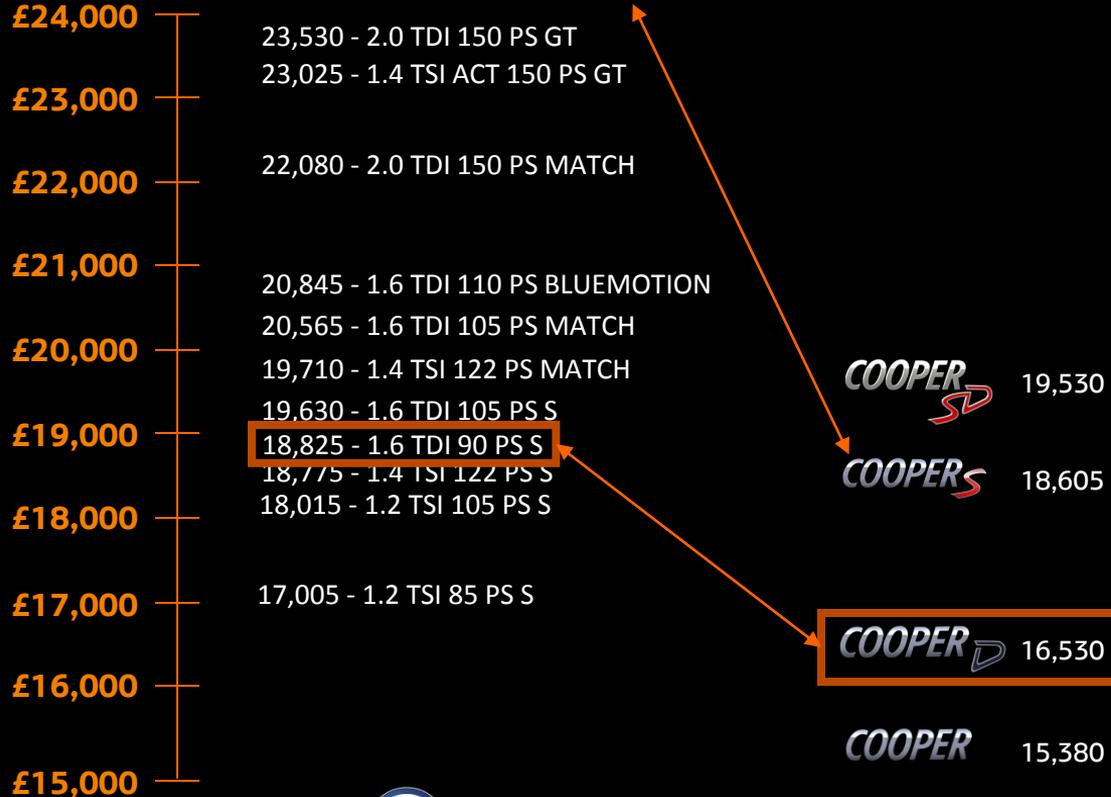


4109mm



4255mm  
+146mm

# THE NEW MINI 5-DOOR HATCH. PRICING VS GOLF.



	COOPER D	GOLF 1.6 TDI 90 PS S
POWER	116	90
TORQUE	270	230
0-62mph	9.4	11.9
MPG	78.5	74.3
CO <sub>2</sub> g/km	97	98
EURO	EURO 6	EURO 5



MINI

\*Retail Pricing. EXCL. OTR charges

# THE NEW MINI 5 DOOR HATCH. MINI 5-DOOR HATCH LAUNCH TIMING.

*COOPER*

*COOPER* 

*COOPER* 

*COOPER* 

- 25 October 2014

*ONE*

*ONE* 

- Production starts November 2014

**THE NEW MINI 5-DOOR HATCH.  
MAKING MINI EVEN MORE SPORTY - MINI SPORT PACK.**



# THE NEW MINI 5-DOOR HATCH. MINI SPORT PACK.

- John Cooper Works Aero Package
- ” Track Spoke wheels
- John Cooper Works roof spoiler
- Bonnet Stripes
- Sports seats in cloth/leather
- John Cooper Works Steering wheel
- Antracite headlining
- Chili pack content



# THE NEW MINI 5 DOOR HATCH.

## KEY ASPECTS MINI 5-DOOR HATCH.

- First 5-Door small MINI Hatch
- Unique MINI styling and character
- High level of standard equipment
- Unique technology in this segment
- All turbo engine range
- +67 litres of boot space
- Strong residual values
- Sub 100g/km One D, Cooper D and Cooper D Automatic
- Massive opportunity for Corporate sales!



# THE NEW MINI 5-DOOR HATCH.



**Cooper D manual  
17" Roulette-spoke alloys**



**Cooper manual  
17" Roulette-spoke alloys**

**THANK YOU.**