



Media Information  
10 September 2015

## **THE SCIENCE OF SPEED**

- Drivers tested in the new MINI John Cooper Works Hatch with movie stunt driver Niki Faulkner at iconic Goodwood Motor Circuit
- 370% increase in self-reported anxiety and 100% increase in average heart rate – this increase is nearly four times that reported when watching *The Shining*
- Results show driving a fast car can create more excitement than jumping out of a plane or proposing to a girlfriend

Tests conducted by the University of Portsmouth reveal that driving a powerful car can provoke a more dramatic physical response than enjoying a rollercoaster ride or jumping out of a plane.

Working with MINI's new John Cooper Works Hatch, launched this summer, scientists from the University of Portsmouth's Sport and Exercise Science department ran a series of physical, psychological and physiological tests to measure the effect the car had on a selection of drivers and stunt driver, of *Rush* and *Mission Impossible 5* fame, Niki Faulkner.

Putting their foot down at the iconic Goodwood Motor Circuit, the drivers' self-recorded anxiety levels increased a massive 370 per cent from rest, whilst average heart rate increased 100 per cent to 181 beats per minute – this increase is nearly four times that reported when watching horror film *The Shining* or even jumping out of a plane, which has been recorded at 170 beats per minute.

BMW Group Company

Postal Address  
MINI UK  
Summit One  
Summit Avenue  
Farnborough, Hants  
GU14 0FB

Telephone  
01252 921 263

Internet  
[www.mini.co.uk](http://www.mini.co.uk)

# **MINI**

## **United Kingdom**

### **Corporate Communications**

#### **Media Information**

Date 10 September 2015

Subject **THE SCIENCE OF SPEED**

Page 2

Driving the new MINI John Cooper Works Hatch could even provoke a greater response than that of someone proposing to their girlfriend or even running a marathon.

Adrenalin makes us sharper as the drivers' reaction times improved by an average of 6% after driving the MINI John Cooper Works Hatch, triggering the same effect as caffeine.

Dr Chris Wagstaff explains, "In situations of fear and excitement, the body reacts according to a combination of our thoughts and survival instinct – reactions are faster, our heart rate increases.

"This is part of the evolutionary fight or flight response humans developed many hundreds of years ago. However, in the absence of natural predators to trigger such responses, humans occasionally seek out risks or thrills. Being in a MINI delivered enough exhilaration to activate this response."

Stunt driver Niki Faulkner says, "This is a little car that packs a big punch. I am used to driving fast cars but the MINI's acceleration, power and handling definitely impressed me and this is certainly portrayed in the participant's responses! I definitely felt more comfortable driving than being on the side line."

# MINI

## United Kingdom

### Corporate Communications

#### Media Information

Date 10 September 2015

Subject **THE SCIENCE OF SPEED**

Page **3**

With a 2.0 litre 4-cylinder engine and TwinPower Turbo Technology, the new MINI John Cooper Works Hatch achieves top speeds of 153mph, has 231 horsepower and reaches 62mph in 6.3 seconds.

Combined with a racing heritage and quality credentials of the latest MINI generation, the John Cooper Works Hatch truly is pulse-racingly hot on and off the screen. Experience it yourself at

<https://www.youtube.com/watch?v=7Ai0O1sJLbs>.

#### Key results:

- The average heart rate increased by 100% when driving
- The average heart rate increased by 80% whilst as a passenger
- The maximum heart rate achieved as a driver was 181 beats per minute, and was 153 beats per minute on average
- The maximum heart rate achieved as a passenger was 153 beats per minute, and was 127 beats per minute on average
- From rest to being a passenger self reported anxiety increased by 288%
- From rest to driving self reported anxiety increased by 370%
- Average reaction time performance improved by 6% after driving
- Average reaction time performance improved by 4% after being a passenger
- The maximum heart rate of a rider during a rollercoaster ride was 155 beats per minute
- The average beats per minute of someone jumping out of a plane was 170 beats per minute
- The maximum heart rate of someone proposing to their girlfriend was 130 beats per minute

# MINI

## United Kingdom

### Corporate Communications

#### Media Information

Date 10 September 2015  
Subject **THE SCIENCE OF SPEED**  
Page 4

For more information please visit <http://www.mini.co.uk/model-range/2014-hatch/mini-john-cooper-works-hatch/>

Ends

#### The BMW Group

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 30 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2013, the BMW Group sold approximately 1.963 million cars and 115,215 motorcycles worldwide. The profit before tax for the financial year 2013 was € 7.91 billion on revenues amounting to approximately € 76.06 billion. As of 31 December 2013, the BMW Group had a workforce of 110,351 employees.

The success of the BMW Group has always been based 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](http://www.bmwgroup.com)

Facebook: <http://www.facebook.com/BMWGroup>

Twitter: <http://twitter.com/BMWGroup>

YouTube: <http://www.youtube.com/BMWGroupview>

Google+: <http://googleplus.bmwgroup.com>

#### MINI Press Office Contacts:

Sarah Morris  
Tel: 07815 370747

MINI Media Relations Executive  
Email: [Sarah.Morris@mini.co.uk](mailto:Sarah.Morris@mini.co.uk)

Chris Overall  
Tel: 07815 370990

MINI Media Relations Manager  
Email: [Chris.Overall@mini.co.uk](mailto:Chris.Overall@mini.co.uk)

Piers Scott  
Tel: 07815 378190

General Manager, Product and Internal Communications  
Email: [Piers.Scott@bmw.co.uk](mailto:Piers.Scott@bmw.co.uk)

Graham Biggs

Corporate Communications Director

# **MINI**

## **United Kingdom**

### **Corporate Communications**

#### **Media Information**

Date 10 September 2015  
Subject **THE SCIENCE OF SPEED**  
Page 5

Tel: 07815 376867 Email: [Graham.Biggs@bmw.co.uk](mailto:Graham.Biggs@bmw.co.uk)

Media website: [www.press.bmwgroup.co.uk](http://www.press.bmwgroup.co.uk)

[www.mini.co.uk](http://www.mini.co.uk)

[www.twitter.com/miniuk](https://www.twitter.com/miniuk)

[www.facebook.com/miniuk](https://www.facebook.com/miniuk)

[www.youtube.com/miniuk](https://www.youtube.com/miniuk)