

## MINI UPGRADES HATCH STANDARD EQUIPMENT AND ADDS TWO NEW OPTION PACKS.



- MINI Hatch standard equipment revised. Chili Pack now includes LED Headlights
- MINI Teleservice and MINI eCall introduced as standard on Hatch and Clubman models
- eCall offers potential insurance savings with the launch of MINI Financial Services FlexiMile
- Two new option packs offered; MINI Tech Pack and MINI Yours Pack
- Option packs represent a significant saving while increasing residual values\*

MINI has today announced a number enhancements for the standard specification on MINI Hatch models and the introduction of new personalisation options available exclusively for UK drivers.

LED headlights and foglights are now included in MINI's flagship option pack, the MINI Chili Pack. Such are the savings of MINI Chili Pack that it is bought by over 50 per cent of MINI Hatch customers and 75 per cent of MINI Clubman customers.

In addition to the enhancements to the popular Chili Pack, MINI is today announcing that MINI Teleservices and MINI eCall will be standard on all MINI Hatch and MINI Clubman models from March.

Fully integrated into the car, MINI Teleservices is able to monitor the car's service condition throughout its life. If an issue is ever detected, MINI Teleservices can send this data to the driver's preferred MINI Retailer and an appointment to fix the problem can be arranged at the customer's convenience.

With MINI Teleservices, MINI Financial Services is now also able to offer significant car insurance discounts for MINI Hatch drivers with MINI FlexiMile Insurance. By using MINI Teleservices, MINI FlexiMile Insurance is able to accurately monitor the amount of miles driven. Drivers who typically achieve 6,000 miles or less in a year will qualify for a discount on MINI Car Insurance if they opt for the new MINI FlexiMile Insurance product .

Without having to rely on Bluetooth connections, MINI eCall is capable of reading the speed and angle of the car on impact, the number of airbags deployed and how many seatbelts were in use at the time. Based on this data, MINI eCall determines the severity of the impact, triggering an emergency call, where this information can be shared with the emergency services. MINI eCall has its own battery unit and speaker so can function independently of other vehicle systems in the event of a severe incident.

MINI Teleservices and MINI eCall will be offered as standard on MINI 3-door Hatch, MINI 5-door Hatch and MINI Clubman from March of this year.

In addition to the changes to standard equipment, MINI customers will also have the choice of two new option packs; MINI Tech Pack and MINI Yours Pack. Both of these packs allow drivers to customise their MINI for less, while increasing the residual value of their vehicle\*.

Available on all MINI Hatch models, and the brand new MINI Convertible, the newly launched MINI Tech Pack includes MINI Head-Up-Display, a first for the small car segment. MINI Head-Up Display extends above the steering wheel, projecting the vehicle speed, media information or even satellite navigation instructions on an easy-to-read display. A rear-view reversing camera is included on models where it is not offered as standard.

MINI Head-Up Display is fully integrated with the 8.8 inch central display, also included in the Tech Pack, complete with 20g harddrive, 3D mapping and real-time traffic information. This also includes MINI Connected XL with its Journey Mate function, which allows drivers to map their journey with way points and reminders before even getting into the car.

MINI Connected is also fully compatible with Spotify, controlled directly via the MINI Controller. A 12-speaker Harman Kardon stereo system combines two under seat subwoofers with five mid-range speakers and five tweeters.

Packed full the best of technology options MINI has to offer, the Tech Pack represents a saving of 10 per cent on MINI 3-door, MINI 5-door, MINI Convertible and MINI Clubman, when compared to purchasing individually.

The MINI Yours pack has been developed exclusively for the newly launched, MINI Convertible and MINI Clubman models. The pack includes hand-stitched MINI Yours Steering Wheel in Walk Nappa leather, striking Walk Nappa leather seat upholstery with braided piping, quilted leather design and a Union Flag embroidered into the headrest. Additional interior lighting comes with a choice of three MINI Yours interior surfaces, completing the look of the MINI Yours Pack.

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### **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 2015, the BMW Group sold approximately 2.247 million cars and nearly 137,000 motorcycles worldwide. The profit before tax for the financial year 2014 was approximately € 8.71 billion on revenues amounting to € 80.40 billion. As of 31 December 2014, the BMW Group had a workforce of 116,324 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.

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