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- MINI launches first design model of current generation
- MINI Seven inspired by classic Mini heritage fused with modern design and technology
- Exclusively designed exterior and interior design features
- High quality standard equipment offered
- Bespoke option pack, MINI Seven Chili developed specifically for MINI Seven
- Available as a MINI 3-door or 5-door Hatch in four engine types: Cooper, Cooper D, Cooper S and Cooper SD
- Now on sale, priced from £18,545 OTR

EMBARGO 11th MAY 2016

MINI today has launched its latest design model, MINI Seven.

Taking its name from the very first Mini, the 1959 Austen Seven, MINI Seven has been developed to showcase both the distinctive style inspired by the original Mini and the current modern values of the brand.

MINI Seven joins the current generation MINI Hatch range in 5-door or 3-door form with specially designed exterior and interior looks unseen before on this generation's model line-up.

MINI Seven is instantly recognisable by its striking MINI Yours body finish which comes as standard in Lapisluxury Blue - the most intensive blue tone ever applied to a MINI. Three other body finishes from the MINI paint range are also available to choose from; Pepper White, Midnight Black and British Racing Green.

A Melting Silver roof and exterior mirror caps come as standard contrasting with the distinctive body finishes. MINI Seven door sill finishers and side scuttles with the MINI Seven logo as well as 17-inch light alloy wheels in exclusive MINI Seven Spoke two-tone design complete the exterior look.

For those wanting to add their own personal style to the exterior design of MINI Seven, bonnet stirpes in Melting Silver with surround in Malt Brown are also available as an option.

Inside, the eye-catching design cues continue with sports seats in the fabric/leather finish Diamond Malt Brown, designed exclusively for MINI Seven.

There is also a MINI Seven logo on the central instrument which surrounds the MINI Visual Boost 6.5" colour display which also comes as standard alongside MINI Connected, Bluetooth Handsfree with USB audio, floor mats, MINI Excitement Pack, automatic dual-zone air conditioning and storage compartment pack.

In addition to the high quality standard equipment offered, MINI Seven has its own bespoke option pack, the MINI Seven Chili. The MINI Seven Chili offers customers MINI Yours features such as the Lounge Leather Upholstery in Carbon Black and the MINI Yours Steering Wheel in Walk Nappa leather with a waxed hand stitched seem.

The MINI Seven Chili pack also offers additional features which are unique in the small car segment including LED headlights, multifunction controls for the steering wheel and cruise control with brake function.

Additional optional equipment from the MINI range is also available to further customise MINI Seven. This includes the popular panorama glass roof, windscreen heating, front driver and passenger seat heating, the Harmon Kardon hi-fi speaker system as well as MINI Connected XL and MINI Navigation System.

MINI Seven will be have its first UK premiere at Goodwood Festival of Speed on the MINI stand from 23-26th June with orders being taken now. Prices start for MINI 3-door Seven from £18,545 OTR and from £19,145 for MINI 5-door Seven.

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 2015, the BMW Group sold approximately 2.247 million cars and nearly 137,000 motorcycles worldwide. The profit before tax for the financial year 2015 was approximately €9.22 billion on revenues amounting to €92.18 billion. As of 31 December 2015, the BMW Group had a workforce of 122,244 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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