

# MINI MODEL UPDATES, SUMMER 2017



- MINI model range updated with enhanced cockpit instrument design
- More precise fuel level display, and new control system for MINI Driving Modes and MINI Head-Up Display
- Introduction of Apple CarPlay on MINI Countryman and MINI Clubman
- Alertness assistant introduced on MINI 3-door Hatch, MINI 5-door Hatch and MINI Convertible

The MINI brand is further enhancing the appeal of its model line-up in summer 2017 with a range of new design, functionality and infotainment improvements.

From July 2017, all new MINI models will feature an enhanced cockpit instrument with a new night design and a fuel level display that offers greater precision. Operation of MINI Driving Modes and MINI Head-Up Display will also be revised. In a brand first, MINI Clubman and MINI Countryman will offer Apple CarPlay and an alertness assistant will be introduced on MINI 3-door Hatch, MINI 5-door Hatch and MINI Convertible models.

## **Apple CarPlay for MINI Clubman and MINI Countryman.**

MINI Countryman and MINI Clubman customers who choose Media Pack XL or MINI Tech Pack will now benefit from Apple CarPlay preparation included. This new functionality allows MINI customers a range of new intelligent connectivity and infotainment options.

Apple Carplay integration offers customers a convenient, wireless connection to compatible Apple iPhone apps, including iMessage, Phone, Apple Music, Apple Maps and selected third party apps. Apps are displayed and operated on the 8.8" high resolution MINI central display, and controlled using either the MINI Touch Controller or the touchscreen.

## **New cockpit displays: night design in white and fuel level display offering greater precision.**

As of July 2017, the cockpit instrument on the steering column of all current MINI models will offer improved clarity and an enhanced graphics display. At night time, the numbers and letters will appear in white rather than orange in future. This new colour scheme will also apply to the Head-Up Display whilst driving in the dark. Individual height setting for the Head-Up Display will now be stored in the personal profile on the vehicle key, as will the settings for the exterior mirrors and the electrically adjustable seats.

The new fuel level display on the right-hand section of the cockpit instrument features an enhanced and more precise display, making it easier to read fuel level details.

### **New operation for MINI Driving Modes and MINI Head-Up Display.**

Operation of the MINI Driving Modes will be modified in all current MINI models as of July 2017. Changing from the standard setting to SPORT mode or GREEN Mode and will now be facilitated by means of a toggle switch positioned underneath the air conditioning controls. Head-Up Display controllers will be managed from a separate menu item in the MINI operating system from July 2017 onwards.

### **Alertness assistant now available across the range.**

The alertness assistant will be introduced on the MINI 3-door Hatch, MINI 5-door Hatch and MINI Convertible as of July 2017, enhancing safety on lengthier trips. Included with the optional MINI Visual Boost screen, MINI Navigation or MINI Navigation XL, the system continuously analyses how the vehicle is driven. If the distance covered or the driver's behaviour indicates that the driver may be losing concentration, the system encourages the driver to take a break with a graphic displayed on the central display screen.

### **Ends**

### **The BMW Group**

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, 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 31 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2016, the BMW Group sold approximately 2.367 million cars and 145,000 motorcycles worldwide. The profit before tax was approximately € 9.67 billion on revenues amounting to € 94.16 billion. As of 31 December 2016, the BMW Group had a workforce of 124,729 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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