

MINI CONVERTIBLE IS 2018 CARBUYER CONVERTIBLE OF THE YEAR.



- MINI Convertible wins 'Best Convertible 2018' at the Carbuyer Best Car Awards.
- Judges praise unique character, handling, interior and infotainment features.

The UK's top selling convertible has today received the 'Best Convertible 2018' award judged by industry experts at Carbuyer. The award was presented to MINI this morning at the Carbuyer Best Car Awards in London, with judges praising the car's unique character, trademark handling, interior and value for money.

Winners in each category at the annual Carbuyer Awards are chosen by members of the dedicated Carbuyer road-test team, who evaluate each vehicle on running costs, comfort, practicality, reliability and safety, as well as performance, efficiency, price, value for money and optional extras.

Speaking at the awards, Stuart Milne, Editor, Carbuyer said: "Convertibles are all about putting a smile on your face and none are quite as capable as the MINI Convertible. It retains all that's great about the MINI Hatch, including its trademark go-kart handling, but adds that all-important open-top fun factor. Whatever engine is under the bonnet, the MINI Convertible oozes character. It boast a great interior, a superb infotainment system and countless customisation options too. And that's why it's our Best Convertible for 2018."

The MINI Convertible features a striking design and unique features to make open-topped driving even more dynamic, stylish and practical. The fully electric roof deploys in just 18 seconds and it remains the only premium soft-top four-seater convertible in the small car segment. The UK continues to be the largest market worldwide for the MINI Convertible, and it is the best-selling convertible in the country.

The MINI Convertible is offered with a high level of standard equipment across the range, which includes MINI Visual Boost Radio with a 6.5-inch infotainment screen, MINI Connected, Bluetooth connectivity with USB audio, Rear Parking Distance Control and a Reversing Camera. Smart design and interior packaging means luggage volume is 215 litres with the roof closed and 160 litres with it folded down.

On the road pricing starts from £19,265 for the MINI Cooper Convertible. For further information on the MINI Convertible range, please visit www.mini.co.uk/convertible.

Ends

About Carbuyer Awards

The Carbuyer Best Car awards aren't like other awards. As the only Plain English awards in the business, the categories are defined by the questions in-market car buyers ask and the language they use. That means you're more likely to find an award for 'best first car' or 'best small luxury car' than you are for 'best compact executive'.

The awards are driven by the website's popular Best Cars section, which accounts for more than 10% of its total traffic. They're underpinned by relentless analysis of every new car on sale today and also appear in the Carbuyer print magazine.

Winners in each category are chosen by members of the dedicated road-test team, who mark them on running costs, comfort, practicality, reliability and safety, as well as performance, engines, price, value for money and optional extras. This rating means it's quick and easy for consumers to compare cars like for like, and choose the one most suitable for them.

This year's award is taking place at the Curzon Bloomsbury Cinema in London on November 29th. The first Carbuyer award was held in 2012, but since 2015 the awards have been based on the most popular Best Car features on the website, meaning the award categories are effectively chosen by Carbuyer readers.

www.carbuyer.co.uk

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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