



MINI UK INTRODUCES THREE NEW DISTINCTIVE STYLES ACROSS THE RANGE.

- MINI UK is simplifying the specification process and making the customer purchase journey easier.
- Three new distinctive styles introduced; Classic, Sport and Exclusive.
- Order a MINI in five simple steps. Choose your model, performance, style, packs and personalise.
- Online sales launch on <https://www.mini.co.uk>.

Embargo 00.01 10 October 2018

MINI is today announcing an all-new trim structure across its whole range of vehicles in the UK market. Carefully designed to make it easier than ever to choose the perfect MINI, the brand is introducing three new styles which will enable a complete vehicle to be created in five simple steps.

Classic, Sport and Exclusive – three new styles, each offering customers increased standard specification and a shortcut to a distinctive interior and exterior character of their choice. The trio of styles not only simplifies the ordering process, but also aligns the equipment offering across the MINI range for the first time. Standard specification has been enhanced, with the introduction of automatic headlights with rain sensors, MINI Excitement Pack including ambient interior lighting, exterior MINI Logo projection and more as standard on every model.

Personalisation remains at the core, with each of the three styles further customisable from the brand's extensive range of exterior, interior, safety and technology options, allowing customers to create their own truly unique MINI.

In order to further simplify the ordering journey for its customers, MINI has launched fully end-to-end online buying on its website. Choosing and customising a model, booking a test drive, arranging a trade-in, finance, payment and handover can all be completed online – day or night – on <https://www.mini.co.uk>.

David George, Director, MINI UK, said: “We know that customers today want a simple purchase experience, and this thinking has been central to the development of our new line up. We have reduced complexity in our product offering, and harmonised options across the whole range, ensuring an easy customer journey whether in one of our retailers or on [mini.co.uk](https://www.mini.co.uk).”

Three new styles.

Each of the three new styles brings a distinctive character, with unique exterior design features, alloy wheels and interior upholsteries. The range starts with Classic, which is offered on all models. Sport and Exclusive styles represent strong customer value, providing tangible savings on the brand's most sought-after styles. Each style has its own distinctive range of personalisation options and upgrades, allowing MINI customers to specify their vehicle just the way they like it.

Classic Unmistakable and timeless.

6.5" colour infotainment screen, intelligent emergency call, DAB digital radio and Bluetooth connectivity is standard on all models. Standard specification across the range has been enhanced with the introduction of Classic, which now also includes ambient lighting, exterior MINI logo projection and automatic headlights with rain sensor.

Model	Starting Price
MINI 3-door Hatch One Classic	£16,190 OTR
MINI 5-door Hatch One Classic	£16,890 OTR
MINI Convertible Cooper Classic	£20,080 OTR
MINI Clubman Cooper Classic	£21,085 OTR
MINI Countryman Cooper Classic	£23,385 OTR

Sport Athletic inside, and out.

Taking all of the standard specification from Classic models, but with added sporty flair. Sport models includes John Cooper Works Aerodynamic Kit and Spoiler, John Cooper Works Alloy Wheels, Sports Suspension, John Cooper Works Bucket Seats, John Cooper Works Steering Wheel and anthracite interior headliner. Sport models are available in combination with Cooper and Cooper S engines.

Model	Starting Price
MINI 3-door Hatch Cooper Sport	£20,230 OTR
MINI 5-door Hatch Cooper Sport	£20,930 OTR
MINI Convertible Cooper Sport	£22,680 OTR
MINI Clubman Cooper Sport	£23,985 OTR
MINI Countryman Cooper Sport	£26,285 OTR

Exclusive Refined and stylish.

Exclusive builds on the Classic model specification with upgraded 'Exclusive' alloy wheels, chrome line exterior finish, MINI Yours Lounge leather upholstery, MINI Yours leather steering wheel, MINI Yours interior trim and interior chrome line finish. Exclusive models are available in combination with Cooper and Cooper S

engines.

Model	Starting Price
MINI 3-door Hatch Cooper Exclusive	£20,230 OTR
MINI 5-door Hatch Cooper Exclusive	£20,930 OTR
MINI Convertible Cooper Exclusive	£22,680 OTR
MINI Clubman Cooper Exclusive	£23,985 OTR
MINI Countryman Cooper Exclusive	£26,285 OTR

Five easy steps to your brand-new MINI.

MINI has refined the ordering process into five simple steps. A customer can effortlessly specify a vehicle in minutes, by choosing one of the three new styles. For those who do love to customise, these changes have not been made by sacrificing the brand's famous personalisation, with each of the three styles further customisable from the brand's extensive range of options.

Step 1 Choose your model.

Five cars, one spirit. Choose from the MINI 3-door Hatch, MINI 5-door Hatch, MINI Convertible, MINI Clubman or MINI Countryman.

Step 2 Choose your engine.

One, Cooper, Cooper D or Cooper S. With power outputs ranging from 102 hp to 192 hp, offering emissions as low as 55 g/km*, or thrilling performance from 0-62 mph in just 6.7 seconds, there's an engine to suit every lifestyle.

Step 3 Choose your style.

Classic, Sport or Exclusive. Bringing together the best of MINI in three new carefully curated styles, customers can choose the character that best represents their personality and taste.

Chose Classic for iconic MINI style – unmistakable and timeless. Sport – for an athletic look inside and outside the vehicle, with an aerodynamic body kit and sport bucket seats. Exclusive completes the trio – upgraded alloy wheels, exquisite leather upholstery and unique interior trim makes this style the crème de la crème.

Step 4 Choose your packs.

Complete your vehicle by selecting from two new packs - Comfort or Comfort Plus. Combining MINI customer favourites into two convenient choices, these packs add a range of functionality including rear park distance control (PDC), dual zone automatic air conditioning, seat heating and more. Building on these features,

Comfort Plus Pack adds a rear view camera, folding and dimming exterior and interior mirrors and front park distance control (PDC).

Step 5 Personalise.

Personalising the vehicle is the fifth and final step in the new customer journey. The MINI brand is renowned worldwide for its extensive range of exterior, interior, safety and technology options, allowing customers to create their own truly unique vehicle. Each of the three new styles can be further customised with the addition of options specifically tailored to the look and feel of their vehicle.

Introduction of new packs.

Two all-new packs make choosing the right comfort options a breeze. Each pack combines the most popular upgrades, ensuring not only driver and passenger comfort, but also providing the customer with an additional residual value benefit. In a first for the brand, and as part of the company's continued effort to make the purchase process as easy as possible, Comfort and Comfort Plus pack contents and pricing has been standardised across the MINI range.

Navigation and Navigation Plus Pack offer customers the very best in-car infotainment, navigation and online connectivity functionality.

Chili and Pepper packs have been discontinued, with part of their contents now offered within the standard specification across the MINI range, further enhancing customer value.

Comfort MINI customer favourites, one convenient choice.

Rear park distance control (PDC), dual zone automatic air conditioning, front seat heating, floor mats, storage pack, central front armrest and passenger seat adjustment.

Comfort Plus High end comfort

Building on the contents of the comfort pack, with the addition of rear view camera, folding and dimming exterior and interior mirrors and front park distance control (PDC) and park assist for semiautomatic parallel parking.

Navigation and Navigation Plus Pack

As standard, all vehicles have a 6.5-inch full colour display and standard rotary controller. MINI Navigation Pack, standard on Countryman and Clubman models, adds satellite navigation functionality, a touchscreen display and Apple CarPlay functionality.

Navigation Plus pack contains a raft of innovative equipment, including MINI's 8.8-inch touchscreen display, wireless charging, MINI Connected Services including Real Time Traffic Information, Natural Language Understanding functionality, MINI Concierge Service, online services and Apple CarPlay.

MINI launches online sales

As part of the brand's continued efforts to simplify the customer purchase journey, MINI has launched an end-to-end buying solution on its website. MINI customers can now handle all aspects of the car buying process at <https://www.mini.co.uk/> wherever and whenever they want to. Prospective owners can build their perfect car online, arrange a test drive if necessary, agree financing options and payment method, and get a trade-in value for their own car before finalising the delivery date at their chosen MINI retailer.

Ends

The fuel consumption, CO2 emissions and electric power consumption figures were determined according to the European Regulation (EC) 715/2007 in the version applicable. The figures refer to a vehicle with basic configuration in Germany, and may vary during configuration.

The values for the vehicles marked * are already based on the new WLTP test cycle and have been translated back into NEDC-equivalent values in order to ensure comparability between the vehicles. With respect to these vehicles, for vehicle-related taxes or other duties based (at least inter alia) on CO2 emissions, the CO2 values may differ from the values stated here (depending on national legislation).

The CO2 efficiency specifications are determined according to Directive 1999/94/EC and the latest version of the Pkw-EnVKV, and based (for classification) on the fuel consumption and CO2 values as per the NEDC cycle.

Further information on official fuel consumption figures and specific CO2 emission values of new passenger cars is included in the following guideline: 'Leitfaden über den Kraftstoffverbrauch, die CO2-Emissionen und den Stromverbrauch neuer Personenkraftwagen' (Guideline for fuel consumption, CO2 emissions and electric power consumption of new passenger cars), which can be obtained free of charge from all dealerships and at <https://www.dat.de/en/offers/publications/guideline-for-fuel-consumption.html>.

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 2017, the BMW Group sold over 2,463,500 passenger vehicles and more than 164,000 motorcycles worldwide. The profit before tax in the financial year 2016 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.

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:

Helen Wilson
MINI Media Relations Executive
Tel: 07815 372480
Email: Helen.Wilson@mini.co.uk

Chris Overall

BMW Group Company

Postal Address
MINI UK
Summit One
Summit Avenue
Farnborough
Hampshire
GU14 0FB

Telephone
+44 (0) 1252 920 000

Internet
www.mini.co.uk

MINI UK
Media Information

MINI UK
INTRODUCES
THREE NEW
DISTINCTIVE
STYLES ACROSS
THE RANGE.

10/2018
page 6

MINI Media Relations Manager
Tel: 07815 370990
Email: Chris.Overall@mini.co.uk

Piers Scott
General Manager, Product and Internal Communications
Tel: 07815 378190
Email: Piers.Scott@bmw.co.uk

Graham Biggs
Corporate Communications Director
Tel: 07815 376867
Email: Graham.Biggs@bmw.co.uk

Media website:
www.press.bmwgroup.co.uk
www.mini.co.uk
www.twitter.com/miniuk
www.facebook.com/miniuk
www.youtube.com/miniuk

BMW Group Company

Postal Address
MINI UK
Summit One
Summit Avenue
Farnborough
Hampshire
GU14 0FB

Telephone
+44 (0) 1252 920 000

Internet
www.mini.co.uk