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**ENGLAND'S JOHN COOPER WORKS COMPANY OFFERS NEW
PERFORMANCE PACKAGE FOR THE MINI COOPER S**

**Warrantied by MINI, 200 HP Kit Makes U.S. Debut
At New York International Auto Show**

Woodcliff Lake, NJ, April 16, 2003.... The Big Apple witnesses the debut of an exciting enhancement to the MINI Cooper S for the U.S. market – the John Cooper Works package. Produced by the legendary aftermarket company, John Cooper Works, this exciting 200 hp package comes just 12 months on from MINI's U.S. launch at the 2002 New York International Auto Show. Now, the John Cooper Works package offers customers yet another way to individualize their MINI - this time with real performance in mind.

Developed by the legendary John Cooper Works Company for a global market, the unique package will be sold exclusively through MINI dealers and will be covered under MINI's comprehensive new car warranty. The package includes a reconfigured cylinder head, uprated supercharger along with special engine electronics and a performance exhaust. This enhancement takes the regular 163hp MINI Cooper S to over 200hp.

Importantly for existing MINI owners, the package can be retrofitted to their current MINI Cooper S. The complete package comes with an MSRP of \$4,500 plus dealer installation.

Performance is at the heart of the MINI Cooper S and the John Cooper Works Package takes this philosophy one step further. The cornerstone of the package is an enhanced Eaton supercharger with specially coated vanes that generate increased flow pressure. The unit comes with a new pulley design that allows the unit to spin at a higher RPM, generating an increase in power.

A high performance head is also a key ingredient. The modified head has improved port flow and, crucially has been especially designed for the increased compression and heat produced by the supercharger.

The package also includes a reprogrammed Electronic Control Unit (ECU), which manages all engine control functions including airflow, combustion, fueling and spark advance. The enhanced ECU has been recalibrated to optimize power output and drivability, resulting in a lively throttle response and increased acceleration in the mid-range torque band.

Also included in the package is a stainless steel sport exhaust system. The system is a parallel-flow, low backpressure system with superb interior and exterior noise quality. The system adds a throatier, more powerful exhaust note has distinctive looking twin chrome exhaust tips.

The John Cooper Works Cooper S package promises enhanced performance and it delivers. With the package, power is increased to an impressive 200 bhp at 6950 rpm from the same 1.6 liters of displacement. In comparison, the already impressive MINI Cooper S produces 163 bhp at 6000 rpm in unmodified form. Torque is also up, rating at 177 foot-pounds at 4,000 rpm for the equipped car versus 155 foot-pounds at 4,000 rpm for the unequipped car.

The John Cooper Works equipped MINI Cooper S sprints from 0-60 in an improved 6.5 seconds with a top speed increased to 140 mph. This compares to a 0-60 time for the unequipped MINI Cooper S of 6.9 seconds and a top speed of 135 mph. The performance upgrade with the John Cooper Works package is very noticeable in all driving conditions and is an ideal compliment to the superb handling and chassis dynamics of the MINI Cooper S.

Visual cues are understated and will appeal to the MINI enthusiast. A unique chrome John Cooper Works badge adorns the rear deck lid and, when raised, the bonnet reveals a visually appealing silver intercooler surround with John Cooper Works logo. An individually numbered valve cover plaque tops it off and commemorates the exclusivity of this special package.

John Cooper Works has engineered this kit so that it can be offered in all markets where the MINI is sold around the world. Therefore, a MINI Cooper S equipped with the John Cooper Works Package must be able to withstand extreme temperatures and variations in fuel quality, but still offer enhanced power in an extremely reliable package.

The John Cooper Works package is sold and professionally installed through all MINI dealers in the U.S. A MINI Cooper S equipped with the dealer-installed package is fully backed by MINI's 4 year 50,000 thousand-mile new car warranty. And the John Cooper Works package is not just limited to new cars. Owners of an existing MINI Cooper S may also visit their local MINI dealer and have the kit installed at any time. The balance of the factory warranty will still remain in effect.

John Cooper Works is no ordinary aftermarket company. Since the 1940s, the company has produced celebrated racing cars, notably the front-engine Cooper Bristol driven by Fangio and rear engine Coopers for Formula 1, driven by Jack

Brabham, Bruce McLaren and Stirling Moss. Under John Cooper's direction, the Cooper Car Company won consecutive Formula 1 Constructors' World Championships in 1959 and 1960.

The Cooper name is forever entwined with MINI, originating with the 1961 MINI Cooper, which was developed by John Cooper. John recognized MINI's inherent motorsport potential and his team produced cars that took numerous race titles, and the MINI Cooper S became the stuff of legend with 3 Monte Carlo Rally wins between 1964 and 1967, driven by greats such as Paddy Hopkirk and Rauno Aaltonen. The Cooper company continues to produce aftermarket parts for the classic MINI and played an active part in the development of the new generation MINI Cooper. John Cooper passed away just as the new car came to market and the company is now run by his son, Michael.

Jack Pitney, general manager of MINI USA said: "We are thrilled to be bringing this exciting package to the U.S. MINI's regular specification cars are exhilarating to drive in themselves, but the addition of this unique package takes the MINI experience to a whole new level."

Note: The Cooper version of the John Cooper package will not be offered for sale in the U.S. market.

BMW Group In America

BMW of North America has been present in the United States since 1975. Since then, the BMW Group in the United States has grown to include marketing, sales and financial service organizations for the BMW and MINI brands and Rolls-Royce Motor Cars; DesignworksUSA, an industrial design firm in California; a technology office in Silicon Valley and various other operations throughout the country. BMW Manufacturing Corp. in South Carolina is part of BMW Group's

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global manufacturing network and is the exclusive manufacturing plant for all Z4 Roadster and X5 Sports Activity Vehicles. The BMW Group sales organization is represented in the U.S. through networks of 340 BMW car, 327 BMW Sports Activity Vehicle, 148 BMW Motorcycle retailers, and 70 MINI dealers. BMW (US) Holding Corp., the BMW Group's sales headquarters for North, Central and South America, is located in Woodcliff Lake, New Jersey.

Information about BMW Group products is available to consumers via the Internet at <http://www.bmwusa.com> <http://www.bmwmotorcycles.com> and <http://www.miniusa.com>

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