

IMMEDIATE

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MINI OFFERS NEW 2005 JOHN COOPER WORKS KIT FOR MINI COOPER S
Fully Warrantied Kit Offers Increased Horsepower and Torque

Woodcliff Lake, NJ October 27, 2004.... MINI USA announces the availability of its new higher-output John Cooper Works kit for 2005. Produced by the legendary aftermarket company John Cooper Works, the new kit for the MINI Cooper S offers increased horsepower and torque over that of the previous generation. Horsepower is now increased to 207 hp at 6,950 rpm from 200 hp at the same rpm. Torque is also boosted, now registering 180 pounds-feet at 4,500 rpm, up from 177 pound-feet at 4,000 rpm.

The unique John Cooper Works Company kit is sold exclusively through MINI dealers and is covered under MINI's comprehensive new car warranty. Key enhancements for the new 2005 John Cooper Works kit include a redesigned air box with an electronically-controlled air induction system, a set of higher flow fuel injectors and a reprogrammed electronic control unit.

The new air box features an electronically controlled valve that opens an additional air duct at higher engine speeds, This allows more fresh air to enter though a special low restriction filter element. In addition to dramatically increasing the airflow, the new air box creates a more powerful induction sound that compliments the impressive growl from the performance exhaust, also part of the kit.

Of course, the cornerstone of the package remains the enhanced Eaton supercharger with specially-coated vanes that generate increased flow pressure. The unit comes with a pulley design that allows the unit to spin at a higher RPM. This, along with the increased flow pressure, generates an increase in power over the stock unit.

A high performance cylinder head also remains a key ingredient. The modified head has improved port flow and has been specifically designed for the increased compression and heat produced by the supercharger. For 2005, new injectors with a higher fuel flow and a set of performance spark plugs with a colder heat rating, also help to increase the power output.

With its new upgrades for 2005, the enhanced Electronic Control Unit (ECU) has been recalibrated to optimize power output and drivability, resulting in lively throttle response and increased acceleration in the mid-range torque band. The reprogrammed ECU optimizes the power output by managing all engine control functions including airflow, combustion, fuel delivery and spark advance.

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, and has distinctive-looking twin chrome exhaust tips.

Visual cues for the kit 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 a 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 kit 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-mile new car warranty. And the John Cooper Works package is not just limited to new cars. For those customers who already have the previous-generation John Cooper Works kit installed on their MINI Cooper S, a special upgrade kit

includes the new air box, injectors and a reprogramming of the ECU for \$525.00 plus 1.5 hours of labor for installation. Also, owners of an existing MINI Cooper S may visit their local MINI dealer and have the kit installed at any time. The balance of the factory warranty will still remain in effect. The full 2005 John Cooper Works kit retails for \$4,650.00 plus an estimated 10 hours of labor for installation.

John Cooper Works is no ordinary aftermarket company. Since the 1940s, it has produced celebrated racing cars, notably the front-engine Cooper Bristol driven by Juan 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. Recognizing MINI's inherent motorsport potential, Mr. Cooper's team produced cars that took numerous race titles, and the MINI Cooper S became the stuff of legends with three 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.

BMW Group In America

BMW of North America, LLC has been present in the United States since 1975. ROLLS-ROYCE Motor Cars NA, LLC began distributing vehicles in 2003. The BMW Group in the United States has grown to include marketing, sales, and financial service organizations for the BMW brand, the MINI brand, and the ROLLS-ROYCE brand of Motor Cars; DesignworksUSA, an industrial design firm in California; a technology office in Silicon Valley and various other operations throughout the country. BMW Manufacturing Co., LLC in South Carolina is part of BMW Group's 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 passenger car centers, 327 BMW Sports Activity Vehicle centers, 148 BMW motorcycle retailers, 76 MINI passenger car dealers, and 25 ROLLS-ROYCE Motor Car dealers. BMW

(US) Holding Corp., the BMW Group's sales headquarters for North, Central and South America, is located in Woodcliff Lake, New Jersey.

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