

# MINI

## U.S. Press Information



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### MINI USA ANNOUNCES PRICING FOR THIRD GENERATION MINI HARDTOP

#### New MINI Hardtop delivers premium value to US market

- U.S. pricing for base Cooper is \$19,950; Cooper S model is \$23,600
- Enhanced connectivity, new engines and upgraded interior make new MINI Hardtop more premium than ever
- Customers can now begin building and ordering their new MINI on [MINIUSA.com](http://MINIUSA.com)

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**Woodcliff Lake, NJ – January 30, 2014...**MINI USA today announced U.S. Pricing for the new 2014 MINI Hardtop which goes on sale in the spring. The base model Cooper will start at \$19,950 and the Cooper S will start at \$23,600 – plus a \$795 Destination and Handling charge.

The new MINI Hardtop is a contemporary evolution of classic MINI design, with improved features and technology previously limited to luxury vehicles. It is powered by new ground-breaking three- and four-cylinder engines and includes new comfort and safety technologies that bring MINI to the forefront of the premium small car segment. The new MINI Hardtop also includes state-of-the-art connectivity and premium technology including new driver assistance systems.

“The product team worked diligently to sustain a minimal price increase over the previous model while adding a number of new technologies and features”, said Patrick McKenna, Head of MINI Product Planning and Events, MINI USA. “People will be amazed at the interior quality of this car combined with legendary MINI go kart handling and all-new BMW Group engines. The new MINI is a lot like nothing else.”

Customers looking to purchase a new MINI Hardtop can now begin using the configurator on [MINIUSA.com](http://MINIUSA.com) to build, customize and order their new MINI Hardtop. The configurator allows customers to tap into more than 10 million different combinations of accessories and colors to custom build their new MINI Hardtop.

The new MINI Hardtop, which arrives at dealerships in the spring, is the next generation of the core volume model in the MINI product lineup, making up 40 percent of the total U.S. sales in 2013.

### **About MINI in the US**

MINI is an independent brand of the BMW Group. In the United States, MINI USA operates as a business unit of BMW of North America, LLC, located in Woodcliff Lake, New Jersey and includes the marketing and sales organizations for the MINI brand. The MINI USA sales organization is represented in the U.S. through a network of 119 MINI passenger car dealers in 38 states. MINI USA began selling vehicles in the U.S. in 2002 with the introduction of the MINI Cooper and MINI Cooper S Hardtops. Since then, the MINI Brand in the U.S. has grown to encompass a model range of seven unique vehicles.

**Journalist notes:** Media information about MINI and its products is available to journalists on-line at [www.miniusanews.com](http://www.miniusanews.com).

Consumer information about MINI products is available via the internet at: [www.MINIUSA.com](http://www.MINIUSA.com).