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**MINI UNVEILS 2015 MINI PACEMAN WITH WORLD PREMIERE AT BEIJING  
MOTOR SHOW**

**Woodcliff Lake, NJ – April 21, 2014...**As an extravagant individualist in urban traffic, the MINI Paceman is a real eye-catcher. The world's first ever Sports Activity Coupé in the premium compact segment presents an excitingly athletic and elegant design as well as enthralling sporty driving properties. Now there is more to discover and lots more driving fun to experience as well. The new MINI Paceman presents precise visual modifications and innovative equipment details. As part of the model revision, the premium characteristics in the interior of the 2-door model were also refined. Meanwhile, new paint finishes and alloy rims provide additional freedom for characteristic MINI customization.

The compact Sports Activity Coupé is further evidence of the innovative flair that is so typical of the British premium brand MINI in its development of exceptional automobile concepts. With two doors, a large tailgate, dynamically elongated lines and powerful proportions, the MINI Paceman conveys athletic potential, modern functionality and versatility - ensuring characteristic driving fun not just in city traffic and over long distances but also beyond paved roads thanks to the ALL4 all-wheel drive system.

The MINI John Cooper Works Paceman also lines up for the start to coincide with the market launch of the model in summer 2014. With an output of 208 hp and fitted as standard with the all-wheel drive system ALL4, this extreme athlete also offers impressive sprint capacity and optimized efficiency.

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### **Expressive design with fresh accentuation details.**

The innovative concept of the MINI Paceman includes a distinctive and highly expressive body design which reflects the automobile's properties in hallmark MINI design style. The upright front section with large headlamps and hexagonal radiator grille contour conveys solidity and presence, while the elongated silhouette defined by horizontal lines stand for sporty elegance. Powerfully modelled surfaces express sporty flair and versatility. The high-opening tailgate indicates the high degree of functionality and versatility offered by the MINI Paceman. Its distinctive character is also underscored by the rear lights which are horizontally arranged for the first time in a MINI.

In certain model variants the radiator grille of the MINI Paceman features a specific contour and grid structure. The new MINI John Cooper Works Paceman can be identified by means of a horizontal radiator grill rib in red - another indication of extreme sporty flair in addition to the John Cooper Works logo positioned on the honeycomb pattern. A specific feature on the radiator grille of the new MINI Cooper S Paceman is the curved "S" in red.

In addition to the long doors in the style of a coupé, striking features in the side perspective chiefly include the roof which sits on top of the car virtually seamlessly and is optionally available in a contrasting color. The flowing roof line, falling off to the rear, and the tapering side window graphic create a stretched, wedge-like silhouette. The new option Piano Black Exterior comprises a finish in high-gloss black which lends a dark, shimmering high-end look to selected surfaces. It is applied instead of the standard chrome finish to the surrounds of the headlamps and rear lights, on the diagonal links between the A columns and the front wheel arches and on the optional roof rails and the cross-rib in the radiator grill of the MINI Cooper Paceman.

Other new features are to be found in the range of exterior paint finishes. The colors Jungle Green metallic and Midnight Grey metallic are now available for the new MINI Paceman, too. A contrasting paint finish in black or white is offered as an optional extra for all model variants of the new MINI Paceman at no extra charge. Meanwhile a contrasting paint finish in Chili Red is available as an additional alternative exclusively for the MINI John Cooper Works Paceman. Other individual accents can be added by means of such features as the Sport Stripes and bonnet stripes in various colors.

**New alloy wheels with reduced weight, optional LED fog lights.**

Alloy wheels come as standard in all model variants of the MINI Paceman. Newly designed for the MINI Cooper Paceman and MINI Cooper S Paceman, the 17-inch light alloy wheels in the new 5-Star Triangle Spoke Design are lighter than their predecessors. They are also optionally available in a two-color design.

Meanwhile, the MINI John Cooper Works Paceman features 18-inch light alloy wheels in Twin Spoke Black Burnished Design as standard. Additional rims are optionally available for the new MINI Paceman in the sizes 17, 18 and 19 inches.

Also new to the program are the LED fog lights including parking and daytime driving lights in LED technology, ensuring both clear visibility and a striking appearance. They provide an intense, bright white light with a much higher level of energy efficiency than conventional headlamps. The structure of their light sources in full LED technology helps make the front view of the new MINI Paceman distinctively expressive. Perfect for improving visibility in fog, the light is generated by three LED units arranged horizontally at the center of the cluster and radiated across the entire surface of the headlamp. The daytime driving light takes the form of a luminous ring fed by 15 LED units. When the parking lights are switched on, only five LED units are active in the upper third of the ring.

**Exclusive ambience optimized acoustic comfort, sporty flair and refined premium characteristics in the interior.**

The MINI Paceman is consistently designed as a four-seater. Its standard trim comprises sports seats for driver and front passenger. The two single seats at the rear offer excellent shoulder and head room, lateral support and comfort. The exclusive lounge character of the second row is likewise enhanced by the armrests in the side rear trim panels. What is more, the driving experience offered by the car benefits from acoustic comfort, which has been further optimized in the new MINI Paceman.

For even more sporty flair in the cockpit there are now anthracite-colored dials for the engine speed and road speed display in the style of the MINI John Cooper Works Paceman, whose central instrument also bears the John Cooper Works logo. The standard trim of the new MINI Paceman likewise includes chrome applications for the ventilation controls, clearly reflecting the car's refined premium characteristics.

One of the features that highlight the functionality of the MINI Paceman is the standard MINI Center Rail storage system between the driver and front passenger seats and a storage tray between the rear seats. In addition, the rear backrests can be folded down individually. This enables expansion of the luggage volume from 11.7 to as much as 38.1 cubic feet.

**All-wheel drive system ALL4: specially developed for MINI, available for all variants of the MINI Paceman.**

The MINI Paceman is the second model of the brands in which hallmark driving fun is enriched with an additional facet. Specially developed for MINI, the all-wheel drive system ALL4 distributes drive power at continuously variable levels between the front and rear axle by means of an electromagnetic center differential. It is available as an option on the Cooper S and is standard on the John Cooper Works as an alternative to front-wheel drive.

What is more, all engines available for the MINI Paceman can be optionally combined with a 6-speed automatic transmission instead of the standard 6-speed manual transmission. The automatic transmission offers the possibility of manual drive position selection with Steptronic - including shift paddles at the steering wheel on request.

The Sport Button provides an individualized set-. This allows very direct characteristic curves to be activated for the accelerator and steering. In conjunction with the automatic transmission, pressing the Sport Button also results in changes to the shift points. This is supplemented by a particularly striking engine sound in the MINI Cooper S Paceman.

**Driving fun, safety, comfort and networking at the very highest level.**

The suspension technology of the MINI Paceman is of exceptionally high quality for the compact segment and in conjunction with its powerful engines contributes to the car's impressive agility. Unmistakable go-kart feeling is guaranteed by the combination of McPherson spring struts and forged wishbones on the front axle, a multilink rear axle and electromechanical power steering including Steptronic as well as the specific set-up of the standard sports suspension.

The outstanding qualities of the MINI Paceman also include precisely controllable drive response and excellent occupant protection. The integrated MINI safety concept comprises a crash-optimized body structure and a full range of features in

the areas of active and passive safety. The new MINI Paceman is fitted as standard with daytime driving light as well as tire pressure control on each individual tire. Constant measurement of pressure means that the driver is given an early warning of potential loss in each tire.

Dynamic Stability Control (DSC) also forms part of the standard trim of the MINI Paceman. Dynamic Traction Control (DSC) including Electronic Differential Lock Control is on board as standard in Cooper S and John Cooper Works models. The ALL4 electronic management system is networked with the DSC system in every model variant with all-wheel drive so as to ensure maximum traction, ride stability and sporty flair on bends by means of very fast reactions.

Extensive additional equipment features are available to increase driving fun, comfort and individual style. There are numerous upholstery types, interior colors, interior trims and Color Lines to choose from for the MINI Paceman. Standard features include automatic climate control, the MINI Center Rail, a radio system comprising a CD player with MP3 capability, USB port and five speakers. The high-quality options include xenon headlamps and adaptive turning lights, comfort access, the electrically operated glass roof, the MINI navigation system, Harman Kardon hi-fi speaker system and model-specific John Cooper Works accessories.

Another offer typical of MINI is the innovative in-car infotainment program which can be used in conjunction with the Radio MINI Visual Boost and the MINI navigation system. With MINI Connected, the British manufacturer emphasizes its leading role in the intelligent networking of driver, automobile and the outside world based on cutting-edge interface technology. The integration of entertainment and online functions offered by modern smartphones helps make driving a MINI even more fascinating, convenient and entertaining. It enables the use of vehicle-specific functions such as Mission Control, Dynamic Music, Driving Excitement and MINIMALISM Analyzer as well as online-based services. Integration is via apps, with functional diversity being expanded on an ongoing basis. Current functions include web radio, the use of social networks such as Facebook, Twitter, foursquare and Glympse, RSS news feed reception and entertainment programs such as Pandora, Stitcher, , Audible, Rhapsody and TuneIn. Operation is intuitive and typically MINI in style via the on-board computer in the central instrument, the MINI Joy Stick in the center console, the multifunction buttons of the steering wheel and also voice control.

**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).