



For Release: **September 23, 2014**

Contact: Nathalie Bauters
MINI Communications Manager
201-930-3166
nathalie.bauters@miniusa.com

Rob Duda
Peppercomm
908-347-1243
rduda@peppercomm.com

MINI AT THE PARIS MOTOR SHOW 2014

Woodcliff Lake, NJ – September 23, 2014...The MINI model family once again presents distinctive personalities in its latest generation. The most recent example of an attractive addition to the model range of the British premium brand will be on show at the Paris Motor Show 2014. The international motor show in the French capital is the setting for the world premiere of the new MINI Hardtop 4 Door. The second body variant of the new MINI offers two additional doors as well as expanded space for occupants and luggage, thereby providing new ways of experiencing the brand's hallmark driving fun and individual style in a premium model of the small car segment. This means that for the first time in the brand's 55-year history, MINI is now represented in this vehicle category with a 4-door model.

The launch of the new MINI Hardtop 4 door consistently continues the successful strategy of extending the brand's popularity to additional target groups by expanding the model range. This debut takes the MINI family to a total of eight members. The selection of special equipment features, accessory products and MINI Connected Services that enable hallmark MINI driving fun to be tailored individually to personal preferences is also larger than ever before. The latest highlights in these areas will also be on show in Paris. And MINI offers visitors the opportunity to see a spectacular concept study at the Paris Motor Show from October 4th to 19th 2014, too. The MINI Superleggera™ Vision embodies a pioneering interpretation of the tradition-steeped roadster concept - blending British style, Italian flair, purist design, consistent lightweight construction and purely electric power.

MINI USA

Mailing address
PO Box 1227
Westwood, NJ
07675-1227

Office address
300 Chestnut Ridge Road
Woodcliff Lake, NJ
07677-7731

Telephone
(201) 930-3166

Fax
(201) 307-3607

Internet
MINIUSA.com



Printed on Recycled Paper

World premiere in Paris: the new MINI Hardtop 4 door.

An individual character with versatile qualities and yet still a genuine MINI: such is the MINI Hardtop 4 door, presented for its world premiere at the 2014 Paris Motor Show. Two additional doors facilitate entry to the rear, where three seats are available. The MINI Hardtop 4 door has a wheelbase that has been extended by 2.9 inches, providing increased space not just for occupants. The luggage compartment is now also around 30 percent larger than that of the 3-door model, with a volume of 13.1 cubic feet. What is more, the rear backrest with a 60:40 folding split enables expansion of the luggage compartment volume to as much as 40.7 cubic feet.

There will be two of the new generation engines to choose from at the U.S. market launch of the new MINI Hardtop 4 door, with three or four cylinders as well as MINI TwinPower Turbo Technology. These cover an output range from 134 bhp to 189 bhp, and in conjunction with cutting-edge suspension technology harmonized precisely to suit each specific model they ensure unmistakable driving fun. Other features characteristic of the new MINI generation also include the optimized display and operating concept as well as the large selection of innovative driver assistance systems.

MINI Superleggera™ Vision: British style meets Italian flair.

A collaborative venture between MINI and the Italian design and body manufacturing specialist Touring Superleggera has produced the study of a compact roadster whose design and concept focuses entirely on the essentials: driving fun and aesthetic appeal. Elaborately crafted by hand, the MINI Superleggera™ Vision presents a modern interpretation of a classic open-top two-seater. Its minimalist yet highly emotional design combines British style and Italian flair.

The roadster's characteristic MINI proportions derive a fascinating charismatic touch by being synthesised with the lines and surface finish that are typical of Touring Superleggera. The tradition-steeped art of lightweight construction applied to the manufacture of the body and the study's modern electric drive both contribute to pure driving fun with enthralling agility not to mention ground-breaking efficiency. In the interior of the MINI Superleggera™ Vision, purist and therefore timeless aesthetic appeal is created by means of generous spaces and high-quality materials which are especially authentic since they have largely been left in their original state.

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 121 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.

Consumer information about MINI products is available via the internet at: www.MINIUSA.com.