

MINI at the 85th Geneva International Motor Show 2015.

Contents.



1. MINI at the 85th Geneva International Motor Show 2015. (Short version)	2
2. All-round talent with individual style: the MINI Countryman Park Lane.	5
3. Pure driving fun, more extreme than ever: the new MINI John Cooper Works.	8
4. MINI feeling in new diversity: the current MINI model program.	13



1. MINI at the 85th Geneva International Motor Show 2015. (Short version)

The British premium brand MINI is presented at the 2015 Geneva Motor Show with new diversity in its model program and fresh accents for individual style and extreme driving fun. The new models on show further extend the breadth of the MINI experience, characterised by strikingly expressive design, agile handling and premium quality. Seeing its world premiere at the 2015 Geneva Motor Show, the new MINI Countryman Park Lane embodies the strengths of the five-seater all-rounder more impressively than ever with its four doors, large tailgate and optional all-wheel drive system ALL4. The edition model's exclusive design and equipment features highlight the variable space concept of the MINI Countryman as well as its athletic flair on all types of terrain. Another new member of the MINI family enriches everyday traffic with a dash of irresistible driving fun: the new MINI John Cooper Works unleashes pure passion for performance – not least thanks to 55 years of motor racing experience and an engine which is more powerful than any ever used in one of the brand's serial production models.

The MINI John Cooper Works is the latest and fastest new model since the original in the small car premium segment saw a change of generation. Its body concept is based on the new MINI 3 door, which is now taking the roads of the world by storm itself with its increased athletic flair and efficiency, optimised ride comfort, increased interior space and innovative equipment features. Likewise presented to visitors at the Geneva Motor Show from March 5th - 15th 2015, the new MINI 5 door meets the need for additional space and convenient entry to the rear.

Versatile, individual, exclusive: the new MINI Countryman Park Lane.

MINI has entered a new phase of its success story by venturing into the premium compact segment. The MINI Countryman combines the brand's distinctive style with a generous and versatile interior. The characteristic MINI agility in terms of drive response is experienced in a new way due to the raised seating position and gains a fascinating added dimension in conjunction with the optional all-wheel drive system ALL4. The new MINI Countryman Park Lane epitomises the versatile qualities of this all-round talent more attractively and exclusively than ever before.

Its high-quality individual style is underscored by a design and colour concept developed especially for the edition model. The body finish in Earl Grey metallic is combined with the entirely new colour variant Oak Red for the roof and exterior mirror caps as well sport stripes in the same colour as an optional extra. The MINI Countryman Park Lane boldly accentuates its classic athletic character with 18-inch light alloy wheels in Turbo Fan Dark Grey design and the MINI ALL4 Exterior visual package including silver body elements for the front and rear apron as well as the side sills. Emblems on the side scuttles and cockpit surface bear the inscription "Park Lane" as do the entry sills. The interior surfaces in Cross Stripe Grey were likewise designed exclusively for the MINI Countryman Park Lane. These go together with the inlay colour Carbon Black for the door trim and centre console to create a sports-style premium ambience in the interior.

The MINI Countryman Park Lane is optionally available with the all-wheel drive system ALL4 in all model variants. The edition model can also be combined with a particularly high-end equipment package. As the MINI Countryman Park Lane Chili, the all-rounder's additional features include LED fog lamps, sports seats in fabric/leather, automatic air conditioning, the Sport Button, a rain sensor with automatic driving light control, sports leather steering wheel with multifunction buttons and a storage and lighting package.

Top athlete in the small car segment: the new MINI John Cooper Works.

Once again, the John Cooper Works logo on a MINI is an unmistakable sign of extreme driving fun in everyday traffic. The latest version of the MINI John Cooper Works (combined fuel consumption: 6.7 l/100 km, combined CO₂ emissions: 155 g/km) merges intense racing passion with the optimised qualities of the latest MINI generation. Its completely new 2.0-litre 4-cylinder engine with MINI TwinPower Turbo Technology mobilises a peak output of 170 kW/231 hp, making it the most powerful engine ever to be installed in one of the brand's serial production models.

Developed with motor racing expertise and featuring technological details in the suspension, body and cockpit that are exactly harmonised with the high level of performance, the engine's exceptional spirit can be precisely controlled for enormous driving fun. The overall package for extreme performance includes a sports suspension with Brembo sports brake system, exclusive John Cooper Works light alloy wheels, the John Cooper Works

aerodynamics kit, particularly large air inlets and a model-specific interior in sports-car style.

The new MINI John Cooper Works sprints in 6.3 seconds from standing to 100 km/h. With the 6-speed Steptronic transmission available as an alternative to the 6-speed manual transmission, this sprint takes just 6.1 seconds. What is more, in conjunction with the automatic transmission the fuel consumption of the new MINI John Cooper Works according to the EU test cycle is reduced to 5.7 litres per 100 kilometres (CO₂emissions: 133 g/km).



2. All-round talent with individual style: the MINI Countryman Park Lane.

Bold athletic flair and supreme versatility define the character of the MINI Countryman. As the first MINI with four doors, a large tailgate, five seats and optional all-wheel drive, it took on the role of an irresistible front-line force from the very outset - both in the conquest of additional target groups for the British premium brand and in the area of off-road driving. Its irrepressible forward thrust and flexibility are now expressed even more strikingly in an exclusive edition model. The MINI Countryman Park Lane sees its world premiere at the Geneva International Motor Show. It will be available worldwide in up to four engine variants from July 2015.

The MINI Countryman has enabled the brand to establish a secure standing in the premium compact segment. Unmistakable design, premium quality, an interior concept of exemplary versatility and typical MINI driving fun both on and off the road go together to create an overall package that is unique in this category of vehicle, meeting the multi-faceted mobility needs of demanding target groups in urban traffic and beyond. In this way the MINI Countryman has successfully asserted itself as an all-round talent with individual style. For the first time, this special status within the competitive environment is now underscored with an edition model. A distinct design and colour concept as well as high-end equipment features make the MINI Countryman Park Lane an authentic ambassador for versatile driving fun in the compact segment.

The MINI Countryman Park Lane indicates its high-end individual flair at first sight with a specially developed design and colour concept. The body finish in Earl Grey metallic is combined with the entirely new colour variant Oak Red for the roof and exterior mirror caps, supplemented with optional sport stripes in the same colour for the bonnet, tailgate and lower side sections. The characteristic side turn indicator surrounds in chrome known as side scuttles also comprise an inlay in Oak Red. The MINI Countryman Park Lane boldly accentuates its classic athletic character with 18-inch light alloy wheels in Turbo Fan Dark Grey design and the MINI ALL4 Exterior visual package including silver body elements for the front and rear apron as well as the side sills.

Exclusive emblems on the side scuttles and the cockpit surface bear the inscription "Park Lane", as do the entry sills. The interior surfaces in Oxide Silver for the door bezel and cockpit trim and Cross Stripe Grey for the side surrounds of the centre console were also designed exclusively for the MINI Countryman Park Lane. These go together with the inlay colour Carbon Black for the door trim and centre console to create a sports-style premium ambience in the interior.

The edition model can also be combined with a particularly high-end equipment package. As the MINI Countryman Park Lane Chili, the all-rounder additionally comprises features such as LED fog lamps and white direction indicators. The Chrome Line Exterior is available as an optional extra at no additional charge. What is more, the models MINI Cooper S Countryman, MINI Cooper S Countryman ALL4, MINI Cooper SD Countryman and MINI Cooper SD Countryman ALL4 are fitted with xenon lights. The interior fittings are supplemented with sports seats in the fabric/leather finish Parallel Lines Light Tobacco, automatic air conditioning, an on-board computer, a rain sensor with automatic driving light control, the Sport Button, a sports steering wheel with multifunction buttons, velour floor mats and a storage and lighting package.

Located in the London borough of Mayfair, Park Lane is one of the most distinguished addresses in the British capital. MINI itself has a prestigious showroom there. It is the third time that Park Lane has lent its name to an exclusive edition model of the brand. A version of the classic Mini with particularly high-end fittings bore the designation in 1987, while another MINI Park Lane came out in 2005, following in the footsteps of its predecessor after the brand's relaunch. Now the tradition of naming design and edition models made by the British premium automobile manufacturer after London streets and districts is applied to the MINI Countryman for the first time.

The precisely coordinated exterior and interior features of the MINI Countryman Park Lane underscore both the versatile functionality and the exclusive charisma of the premium compact model. With its high-end features and versatile customisation options, this all-round talent offers five seats, including a rear seat that can be shifted longitudinally and has a folding backrest with a 20 : 40 split. As a result the luggage volume can be expanded from 350 to up to 1 170 litres as required, allowing the MINI Countryman not just to tackle the challenges of everyday urban traffic but

also transport bulky sports equipment or carry everything required for a family holiday.

Powerful, efficient engines and high-quality suspension technology ensure that the hallmark brand agility known as the go-kart feeling is brought to life in the compact segment, too - further enhanced by an additional facet with the permanent all-wheel drive system ALL4 that was developed especially for MINI. What is more the car's raised seating position offers a supreme view of the road, giving the characteristic MINI drive feel a whole new dimension. For the MINI Countryman (combined fuel consumption: 7.3 - 4.2 l/100 km, combined CO₂ emissions: 169 – 111 g/km) there are three petrol and three diesel engines available, covering an output range of 66 kW/90 hp to 140 kW/190 hp. Four power units can be optionally combined with ALL4. Over and above this, the 160 kW/218 hp MINI John Cooper Works Countryman provides extreme driving fun: here the engine power is transmitted to all four wheels as standard.

The MINI Countryman Park Lane is offered in up to eight model variants, depending on the market. The edition model is available both with the characteristic MINI front-wheel drive as well as the all-wheel drive system ALL4. 4-cylinder petrol engines with 90 kW/122 hp or 140 kW/190 hp power the models MINI Cooper Countryman and MINI Cooper Countryman ALL4 as well as the MINI Cooper S Countryman and MINI Cooper S Countryman ALL4. 4-cylinder diesel engines deliver 82 kW/112 hp in the MINI Cooper D Countryman and MINI Cooper D Countryman ALL4, and 105 kW/143 hp in the MINI Cooper SD Countryman and MINI Cooper SD Countryman ALL4.



3. Pure driving fun, more extreme than ever: the new MINI John Cooper Works.

The tradition-steeped British premium automobile manufacturer MINI now launches the latest edition of the top athlete in the small car segment. The exceptional standing of the new MINI John Cooper Works is due to the most powerful engine ever installed in one of the brand's serial production models, suspension technology refined with racing expertise and model-specific design features that not only optimise the car's aerodynamic features but also underscore its exclusive charisma. With its irresistible temperament and enthralling performance figures, it outperforms the sportiest variants of the new MINI just as impressively as it does the predecessor model with the John Cooper Works logo on the radiator grille.

The power required for this new top-level driving fun is delivered by a 2.0-litre 4-cylinder engine that was developed based on the latest generation of power units with MINI TwinPower Turbo Technology. It generates a maximum output of 170 kW/231 hp and a maximum torque of 320 Newton metres, accelerating the new MINI John Cooper Works from standing to 100 km/h in 6.3 seconds. With a figure of 5.6 seconds for acceleration from 80 to 120 km/h, the new MINI John Cooper Works even leaves top-class sports cars in the shade. Its top speed is 246 km/h. This optimised pulling power is combined with exemplary efficiency. The figures for average fuel consumption and CO2 emissions in the EU test cycle are 6.7 litres per 100 kilometres and 155 grams per kilometre. In conjunction with the optional 6-speed Steptronic sports transmission, the figures are 5.7 litres and 133 g/km – almost 20 per cent lower than the predecessor model.

Technology for the engine, suspension, body and interior derived directly from motor racing development defines the exclusive, performance-oriented character of the new MINI John Cooper Works. Combined with the further refined product substance of the new MINI, a top athlete has been created for fans who appreciate authentic race feeling, premium quality and a high level of everyday practicality.

In addition to enormous acceleration capacity, its fascinating performance qualities include outstanding agility, a high degree of steering precision and precisely controllable handling in highly sporty situations as well as outstanding deceleration figures. This set of unmistakable characteristics

reflects longstanding experience in motor racing and bears witness to the tradition-steeped link between MINI and John Cooper Works. Ever since legendary designer John Cooper discovered the sporting talent of the classic Mini presented in 1959, his name has stood for maximum driving fun and spectacular success on the race track with the small British car.

The engine: state-of-the-art basis optimised with racing expertise for top performance.

Under the bonnet of the new MINI John Cooper Works is by far the sportiest version of the latest MINI engine generation. The top athlete's 4-cylinder spark ignition engine traditionally mounted transversely at the front benefits from current advancements in the areas of power delivery, running smoothness and efficiency derived from MINI TwinPower Turbo Technology, combining these with performance characteristics that are unmistakably geared towards motor racing. The car draws its power from an engine whose capacity has been increased by 25 per cent as compared to that of the predecessor model to 2.0 litres, with turbocharging integrated in the exhaust manifold, petrol direct injection with injectors arranged centrally between the valves, fully variable valve control in the form of VALVETRONIC as patented by the BMW Group and variable camshaft control on the intake and exhaust side (double VANOS). This technology package is combined with precisely selected modifications. As a result, the engine of the new MINI John Cooper Works guarantees efficient and reliable driving fun in day-to-day use as well as sporty power delivery for inspirational performance on the race track.

The output bonus as compared to the MINI Cooper S is now higher than before at 30 kW, and the engine of the new MINI John Cooper Works is also exceptional in terms of its pulling power. Geared entirely towards top performance, the drive technology is rounded off with a special sports exhaust system. With its low level of exhaust back pressure, this promotes spontaneous power delivery in the engine as well as generating the sound typical of the John Cooper Works models that underscores the engine's performance character with a highly emotional acoustic pattern across all load ranges.

Power transmission to the front wheels is effected as standard via a 6-speed manual transmission which has been adapted in detail to the engine's performance characteristics. A 6-speed Steptronic sports transmission is optionally available, complete with shift paddles at the steering wheel.

For precisely controllable go-kart feeling: high-end suspension technology, Brembo brake system, exclusive light alloy wheels.

Together with the hallmark brand concept comprising front-wheel drive, a low centre of gravity, short overhangs, a wide track and a rigid body structure, the suspension technology has undergone extensive further development for the latest generation of MINI so as to provide the perfect basis for thrilling race feeling. The new MINI John Cooper Works is fitted as standard with a sports suspension and benefits from the well-established design principle consisting of a single-joint spring strut axle at front and a multilink rear axle - unique within the competitive environment - as well as optimised details geared towards particularly high engine and driving performance figures.

Standard features of the electromechanical power steering also include the speed-related steering assistance system Servotronic. Dynamic Damper Control is optionally available for the new MINI John Cooper Works. It allows selection of two set-ups for either particularly sporty or more comfort-oriented driving situations.

Another standard feature of the new MINI John Cooper Works is the very high-performance sports brake system developed exclusively for this model. Designed in collaboration with the specialised manufacturer Brembo and precisely harmonised with the properties of the MINI John Cooper Works, the fixed caliper disc brakes guarantee a consistently high deceleration performance even when exposed to intensive stress on the race track. The standard 17-inch John Cooper Works light alloy wheels in forging technology were also created exclusively for the new top athlete in Race Spoke Design.

The standard Dynamic Stability Control (DSC) also comprises the functions Dynamic Traction Control (DTC), Electronic Differential Lock Control (EDLC) - which acts as an electronic locking function for the front axle differential - and Performance Control, which supports agile turning when taking bends at speed.

Exterior design: precise cooling air and wind ducting.

The body design of the new MINI John Cooper Works underscores the performance-oriented yet exclusive character of the top athlete in the small car segment. The front section has strikingly large air inlets which indicate the high cooling requirements of the engine, its ancillary units and the

brakes, thereby instantly revealing the car's outstanding performance qualities.

The hexagonal radiator grille at the centre of the front section has a characteristic honeycomb pattern and a cross member at the bottom edge finished in red. The John Cooper Works logo also appears here, as well as on the luggage compartment lid at the rear of the car. The LED headlights are surrounded by a daylight driving ring that is also in LED technology.

Precisely shaped air ducting elements in the lower section of the front apron help optimise the car's aerodynamic properties as do the side sills, the rear spoiler and the rear apron in model-specific design. All body elements relevant to airflow were subjected to intense testing in race track conditions in order to precisely harmonise them with the driving dynamics potential of the MINI John Cooper Works, thereby ensuring precise and safe handling at all times.

Eleven paint finishes are available to choose from for the body. The range also includes the MINI Yours paint finish Lapisluxury Blue metallic and the new variant Rebel Green metallic - the latter being available exclusively for the MINI John Cooper Works.

Interior: sports car cockpit with new John Cooper Works sports seats for authentic race feeling.

Due to the increased dimensions as compared to the predecessor model, the new MINI John Cooper Works offers tangibly optimised space on the four seats. The additional functions and the new display and operating concept are combined with specific design features in the style of John Cooper Works, thereby enhancing the intense performance experience this car offers.

Optimum lateral hold in highly dynamic driving situations is ensured by the newly developed John Cooper Works sports seats with integrated headrests and a model-specific upholstery in Dinamica/fabric and the colour Carbon Black. The new seats are also optionally available in a Dinamica/leather Carbon Black version. The exclusive standard fittings likewise include the newly designed John Cooper Works leather steering wheel with multifunction buttons and the John Cooper Works entry sills, the John Cooper Works gear or selector lever, stainless steel pedals including driver footrest and anthracite roof liner.

Interior trim in Piano Black and red design accentuations not just on the seat surfaces but also on the steering wheel rim, the gear or selector lever, the central instrument surround and the car key all help underscore the car's exclusive charisma. What is more, the new MINI John Cooper Works has model-specific cockpit displays in a style that is presented here for the first time. A dark dial for the speedometer and a white scale for the engine speed display optimise the readability of the instruments arranged above the steering wheel.

The standard fittings of the new MINI John Cooper Works also include the MINI Driving Modes, which allow configuration of an individual set-up. The racing feel in the cockpit can be further enhanced with the optional sports instruments. Meanwhile the full, expanded range of driver assistance systems is also available. It comprises the Head-Up Display that extends above the steering column, the System Driving Assistant including camera-based active cruise control, collision and pedestrian warning with initial brake function, high beam assistant, road sign detection, Park Distance Control, parking assistant and rear view camera. In addition there are high-end features for enhancing comfort, a range of customisation options for the exterior and interior and the innovative MINI Connected program - all of which is likewise available for the new top athlete in the model program.

4. MINI feeling in new diversity: the current MINI model program.



With the latest generation of the original in the premium small car segment, the British automobile manufacturer MINI not only sets a new benchmark in terms of agility, ride comfort, space, fittings and connectivity, it also clearly enhances the diversity of its model range. With its qualities consistently refined in all areas, the new MINI has already become established in its class worldwide as the current epitome of driving fun, individual style and premium characteristics - not even a year after its market launch. What is more, it is now finding completely new ways of generating enthusiasm for authentic MINI feeling among additional target groups. Since the new MINI 5 door took its place alongside the MINI 3 door a few months ago, the brand now meets growing demands for spatial comfort and functionality in the small car segment for the first time.

The new leadership duo in the driving fun rankings is helping to further increase the popularity of MINI in automotive markets all over the world. It was mainly as a result of the high demand for the newcomers to the model family that MINI finished fiscal 2014 by achieving the most successful fourth quarter ever in the brand's history. With the new MINI 5 door range likewise expanded to seven engine variants, the brand is now well on course to continue its success story in 2015. And for fans of go-kart feeling in its most extremely athletic form, the new MINI John Cooper Works now presented at the 2015 Geneva Motor Show is also raring to go.

One original, two body variants, seven engines.

The new MINI generation embodies the principle of the creative use of space within a minimum surface area - as originally realised in the classic MINI five and a half decades ago and now seen here in its most advanced form. The new edition of the original likewise successfully perpetuates the concept of spreading unmistakable MINI feeling in fresh diversity by means of an expanded model range. Even the new MINI 3 door offers perceptibly more space for passengers and luggage than its predecessor. The new MINI 5 door combines its model-specific interpretation of the brand's evolutionary design advancements with a further increase in functionality that results from a body extended in length by 161 millimetres, two additional doors and three rear seats.

Meanwhile the engine program has been completely renewed for the change of generation, ensuring a perfect balance between driving fun and fuel consumption. For the new MINI 3 door (combined fuel consumption: 5.7 - 3.4 l/100 km, combined CO₂ emissions: 133 – 89 g/km) there are four petrol and three diesel engines available with MINI TwinPower Turbo Technology. The output range is from the MINI One First with 55 kW/75 bhp to the MINI Cooper S with 140 kW/190 hp. An identical selection of engines is now also available for the new MINI 5 door (combined fuel consumption: 5.9 - 3.5 l/100 km, combined CO₂ emissions: 136 - 92 g/km).

One model family, seven unmistakable characters.

The fascinating tradition of the brand, a vehicle concept geared consistently to driving fun, individual style and premium quality - all this helps give every member of the MINI model family its own distinctively original features. Purist athletic flair is embodied by the MINI Coupé - due not only to its extrovert lines but also its low centre of gravity, powerful engines, specific suspension set-up and optimised aerodynamic qualities. One particular benefit of the two-seater in terms of functionality is its luggage compartment with a capacity of 280 litres, complete with a large through-loading facility to the passenger compartment.

With the four-seater MINI Convertible and the two-seater MINI Roadster, motorists are offered two ways of enjoying the brand's hallmark driving fun in a premium open-top small car. The elegant MINI Convertible features a high-quality textile top which can be opened entirely automatically in 15 seconds and also offers a sliding roof function. The soft top of the MINI Roadster is operated either manually or semi-automatically, as preferred.

There are now two models representing MINI in the premium compact segment, too. This venture began with the MINI Countryman, the first model of the brand to measure more than four metres in length: with four doors, a large tailgate and a triple rear seat that can be shifted longitudinally, it offers the greatest versatility of all the MINI model range. This agile all-rounder has since been joined by the MINI Paceman, the world's first ever Sports Activity Coupé in the premium compact segment. In both models, driving fun typical of the brand is ensured by the optionally available all-wheel drive system ALL4 that was developed especially for MINI.

Extremely sporty, incomparably distinctive.

The market launch of the new MINI John Cooper Works also continues the tradition of extremely sporty models in the latest generation. With their drive and suspension technology derived directly from motor racing, an aerodynamically optimised exterior and specific interior styling, the John Cooper Works models generate an authentic race feeling. And the selection of top athletes with the John Cooper Works logo extends to both the small and compact car segment. In the MINI John Cooper Works Countryman and the MINI John Cooper Works Paceman, the enormous power of the 4-cylinder turbo engine is transferred to the road by the standard all-wheel drive system ALL4.

Regardless of body variant and engine type, MINI offers an unrivalled diversity of options for configuring all models according to personal style. The unusually large selection of exterior paint finishes, roof and soft top colours, interior colours, seat covers and trim variants including the exclusive MINI Yours options provides the foundation for individually tailored design. Meanwhile, high-end comfort functions, innovative driver assistance systems and unique in-car infotainment features underscore the premium character of all models. In addition there is an extensive program of Original MINI Accessories which also includes racing technology in the form of John Cooper Works components.

The worldwide popularity of MINI is based on driving fun, individual style, high-end technology, premium quality and a diverse model program. These characteristics also contribute to the stable value of MINI models. The most recent evidence of this is the title of "Value Master 2015" awarded by Europe's top-selling automobile magazine "Auto Bild" to the new MINI 5 door. Automobiles of the brand regularly achieve top rankings in this discipline, too: the MINI Countryman was named "Value Master" in 2014.