



# OPEN DRIVING EXCITEMENT: INTRODUCING THE NEW MINI CONVERTIBLE

## Contact:

Mariella Kapsaskis  
MINI Communications Manager  
201.930.3166  
[Mariella.Kapsaskis@miniusa.com](mailto:Mariella.Kapsaskis@miniusa.com)

Rob Duda  
Director, Peppercomm  
908.347.1243  
[rduda@peppercomm.com](mailto:rduda@peppercomm.com)

## Open Driving Excitement: Introducing the New MINI Convertible

- Newest member of MINI lineup goes on sale in U.S. in March 2016
- First open top MINI powered by BMW Group engine technology and architecture

**Woodcliff Lake, NJ – October 22, 2015** – MINI USA introduced today the newest addition to its iconic product line, the new MINI Convertible. As the first open top MINI powered by BMW Group engines and architecture, the new MINI Convertible is a premium four-seater soft-top convertible that is both practical and customizable for unlimited open-air motoring fun.

Like all other MINI models in the product portfolio, the new MINI Convertible is made for individualization, setting the new standard in the premium convertible market. It offers a choice of 11 exterior color options, including the new Caribbean Aqua, which harkens back to the classic MINI color palette, ideal for the fun-loving enthusiast, and Melting Silver, recently introduced on the new MINI Clubman, a cool and modern finish perfect for the open air thrill seeker.

The customization carries over to the interior with a number of premium seating options available, including a new Malt Brown leather with diamond-stitching reminiscent of classic English Chesterfield sofas. Convertible enthusiasts looking for even more style can opt for the new MINI Yours soft-top featuring an embroidered Union Jack with herringbone patterned detailing.

“The new MINI Convertible has a great balance of playful personalization and sophistication. It’s open-top driving without compromise,” said David Duncan, vice president MINI of the Americas. “The bespoke levels of customization set it

apart from other convertibles on the market, while the front wheel drive BMW architecture and engines make it fun-to-drive and practical in any driving conditions.”

Powered by BMW Group-developed three- and four-cylinder MINI TwinPower Turbo Technology engines, the new MINI Convertible will come standard with an efficient six-speed manual transmission. With the three-cylinder Cooper version and four-cylinder Cooper S, the new MINI Convertible presents customers a choice of two powerful, highly efficient TwinPower Turbo engines developed by the BMW Group and built in Europe. In keeping with MINI tradition for authentic, driver-involving motoring, both the Cooper Convertible and Cooper S Convertible come standard with a 6-speed manual transmission. Alternatively, the new MINI Convertible can be equipped with a smooth, quick-shifting 6-speed Steptronic automatic transmission.

This premium four-seater convertible has an emphasis on practicality, with an easy-load and load-through function that makes the cargo space both accessible and functional. The rigid frame and invisible roll bar enhance both the safety of the vehicle and also provide improved acoustics, allowing for more long-distance comfort and sporty driving dynamics. Drivers will also appreciate the unique multi-way top settings, including a sunroof option which enables the soft-top to open midway for just the right amount of sun and air.

The new MINI Convertible is equipped with an “Always Open Timer,” providing convertible enthusiasts with the ability to calculate the number of hours they’ve driven with the top down. It will also come standard with the MINI Connected infotainment system including a 6.5-inch high-resolution screen. In addition, an optional larger 8.8-inch display includes navigation and a clever rain warning app, which notifies drivers of impending storms so they can prepare their vehicle for inclement weather.

The new MINI Convertible, available in both Cooper and Cooper S variants, will go on sale in March 2016 at MINI dealers across the U.S. Pricing will be announced in January. For full vehicle specifications and images please see the detailed product news release [here](#).

#### **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 124 MINI passenger car dealers in 39 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 six 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).

## DIMENSIONS AND CAPACITIES (US)



Doors	2	
Seats	4	
Veh. length		
- Cooper	inch	151.1
- Cooper S	inch	151.9
Veh. width	inch	68
Width incl mirrors	inch	76.1
Veh. height	inch	55.7
Wheelbase	inch	98.2
Front track		
- Cooper	inch	59.1
- Cooper S	inch	58.5
Rear track		
- Cooper	inch	59.1
- Cooper S	inch	58.5
Overhang front	inch	30.1
Rear overhang		
- Cooper	inch	22.7
- Cooper S	inch	23.5
Ground clearance	inch	4.5
Turning circle	ft	35.4
Legroom front	inch	41.4
Legroom 2nd row	inch	30.9
Shoulder room front	inch	51
Shoulder room rear	inch	39.7
Headroom front	inch	39.8
Max. headroom 2nd row	inch	39
Front Seat Volume	ft <sup>3</sup>	48.6
Rear Seat Volume	ft <sup>3</sup>	27.7
Cargo Volume		
- with top open	ft <sup>3</sup>	5.7
- with top closed	ft <sup>3</sup>	7.6
Gas tank capacity	gal	11.6

## TECHNICAL SPECIFICATIONS (US)



### Cooper

Engine Type	Inline 3-cylinder with TwinPower Turbo technology, turbocharged and direct injected	
Displacement	1499 cm <sup>3</sup>	
Engine power	134 bhp @ 4400 rpm	
Engine torque	162 ft lbs @ 1250 rpm	
Transmissions	<b>6-speed automatic</b>	<b>6-speed manual</b>
Gear ratios:		
1st gear	4.459	3.615
2nd	2.508	1.952
3rd	1.556	1.241
4th	1.142	0.969
5th	0.851	0.806
6th	0.672	0.683
7th	N/A	N/A
8th	N/A	N/A
Reverse gear	3.185	3.538
Final drive ratio	3.683	3.421
Curb Weight (lbs)	2905	2855
0-60 mph	8.2 sec.	8.3 sec.
Top speed	128 mph	128 mph
Suspension type front	1-link drive strut axle	
Rear suspension	central pivot axle	
Steering type	rack-and-pinion	
Power-steering	EPS	
Steering ratio	14 : 1	
Front brake	disc ventilated	
Rear brake	disc	

## TECHNICAL SPECIFICATIONS (US)



### Cooper S

Engine Type	Inline 4-cylinder with TwinPower Turbo technology, turbocharged and direct injected	
Displacement	1998 cm <sup>3</sup>	
Engine power	189 bhp @ 5000 rpm	
Engine torque	207 ft lbs @ 1250 rpm	
Transmissions	<b>6-speed automatic</b>	<b>6-speed manual</b>
Gear ratios:		
1st gear	4.459	3.923
2nd	2.508	2.136
3rd	1.556	1.276
4th	1.142	0.921
5th	0.851	0.756
6th	0.672	0.628
7th	N/A	N/A
8th	N/A	N/A
Reverse gear	3.185	3.538
Final drive ratio	3.502	3.588
Curb Weight (lbs)	3025	2985
0-60 mph	6.7 sec.	6.8 sec.
Top speed	142 mph	143 mph
Suspension type front	1-link drive strut axle	
Rear suspension	central pivot axle	
Steering type	rack-and-pinion	
Power-steering	EPS	
Steering ratio	14 : 1	
Front brake	disc ventilated	
Rear brake	disc	