



MINI AT NEW YORK INTERNATIONAL AUTO SHOW

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MINI CLUBMAN ALL4 AND JOHN COOPER WORKS CONVERTIBLE MAKE WORLD PREMIERES AT NEW YORK INTERNATIONAL AUTO SHOW

Woodcliff Lake, NJ – March 22 – MINI USA will motor into this year's [New York International Auto Show](#) with two world premieres - the new [MINI Clubman ALL 4](#) and the new [MINI John Cooper Works Convertible](#). With its power transmission to all four wheels, the new MINI Clubman ALL4 offers a superior grip on all types of terrain. In addition, MINI has developed its fastest, most powerful open-top yet with the new MINI John Cooper Works Convertible.

SUPREME DRIVING FUN IN EVERY SITUATION

The addition of the ALL4 all-wheel drive variant once again demonstrates how the reinvented new MINI Clubman offers exceptional versatility. It combines all the advantages of an all-wheel drive system – traction, directional stability and driving – with classic MINI go-kart handling.

The ALL4 system can shift power from the front to the rear wheels in just a quarter of a second. It is also lighter and more compact than previous all-wheel drive platforms for better vehicle handling, fuel efficiency and interior space.

The MINI Clubman ALL4 now offers the highest level of everyday practicality with the addition of all-wheel drive capabilities, making it the ideal primary car in the household.

TOP PERFORMANCE TO OPEN-TOP DRIVING

As the first open-top MINI powered by BMW Group engine technology, the new MINI Convertible is a premium four-seater soft-top convertible that is both practical and customizable for unlimited motoring fun. And when passion for

motor racing is the driving force and intense open-air pleasure the goal, the new MINI John Cooper Works Convertible takes the ideal line from the word go.

Featuring the most powerful engine in the British brand's portfolio with 228 hp, the second John Cooper Works model of the latest generation combines engine and suspension technology optimized for use on the race track with the extensively refined qualities of the new MINI Convertible. This lends even greater fascination to the vehicle concept of an open-top four-seater with outstandingly sporty performance properties that is still unique in the small car segment.

Like all other MINI models in the product portfolio, the new MINI John Cooper Works Convertible is made for individualization, setting the standard in the premium convertible market.

MINI RECEIVES SAFETY AND CUSTOMER SERVICE RECOGNITION

This week, the 2016 MINI Hardtop 2 Door qualified for the [Insurance Institute for Highway Safety's](#) TOP SAFETY PICK+ award with good crashworthiness ratings across the board and an advanced rating for front crash protection. The award comes after the car earned a good side rating following improvements to its side curtain airbags. The changes boosted protection for rear seat occupants.

On the service side, MINI was honored by J.D. Power in its [2016 U.S. Customer Service Index \(CSI\) Study](#). The brand ranked #1 among Mass Market brands in customer satisfaction and its total score of 858 also stands above the 2016 luxury segment average. The CSI study is a leading indicator of how customers view their vehicle service experience within the first three years of ownership.

The new MINI Clubman ALL4 and new MINI John Cooper Works Convertible will be on display at the MINI stand for the duration of the press and public days in the North Hall #260 of the Jacob K. Javits Convention Center.

For more information, including full product press releases, press images and videos and technical data on the new MINI Clubman ALL4 and MINI John Cooper Works Convertible, please visit the model specific newsrooms at [MINIUSANEWS.com](#). For MINI USA news, follow us on Twitter at [@MINIUSANEWS](#).

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 125 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: For press materials and images of the new MINI Clubman ALL 4 and the new MINI John Cooper Works Convertible, visit the [MINI Clubman News Room](#) and the [MINI Convertible News Room](#) at www.miniusanews.com.