

Media information

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Fresh update for the original: the new MINI Hardtop 2 Door, the new MINI Hardtop 4 Door, the new MINI Convertible.

The British premium automobile manufacturer strengthens the progressive character and appeal of its models in the small car segment with a stylishly refined visual appearance and extensive technological advancements. The update for the MINI Hardtop 2 Door, the MINI Hardtop 4 Door and the MINI Convertible includes fresh design accentuations, innovations in the field of drive technology, additional customisation options and an expansion of the digital services available as part of MINI Connected.

The upgrading of the original product substance in the premium segment of small cars highlights the mature yet distinctive charisma of MINI, which in its current model generation is now available for the first time with three body types for hallmark driving fun in urban environments. This is due to such elements as an extended range of standard features, newly designed headlights and rear lights, additional body finishes and cutting-edge connectivity technology for convenience and infotainment.

MINI Hardtop 2 Door, MINI Hardtop 4 Door, MINI Convertible: overview of new features.

- LED rear lights in Union Jack design.
- New MINI logo, new body finishes, Piano Black exterior.
- New light alloy wheels.
- Extended range of leather trim, interior surfaces and Color Lines.
- Unique individualisation with MINI Yours Customised.
- Multifunction steering wheel and radio with 6.5-inch colour screen, USB and
- Bluetooth interface as standard.
- Optional radio and navigation systems with touchscreen monitor.
- Telephony with wireless charging.
- MINI Connected and MINI Connected XL with new functions.
- MINI logo projection from the exterior mirror on the driver's side.

Bright and dazzle-free: LED headlights.

A modified design for the characteristic circular headlights make the hallmark front view of the new MINI Hardtop 2 Door, the new MINI Hardtop 4 Door and the new MINI

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Convertible even more powerfully expressive. In the standard halogen headlights, a striking accentuation is added by means of a black panel. In the LED headlights available as optional equipment items, the high-quality technology is underscored by means of an entirely newly design of the light sources. The latest generation of the LED modules for low and high beam offers increased brightness. The LED daytime driving light and the turn indicator light are generated by a ring which surrounds the entire contour of the headlight,

Very British: rear lights in Union Jack design.

The rear lights also feature a new design in conjunction with the optional LED headlights. As a clear reference to the brand's British DNA, the upright light units at the rear of the new MINI Hardtop 2 Door, the new MINI Hardtop 4 Door and the new MINI Convertible now appear in a Union Jack design.

The striking flag motif is recreated in the structure of the light functions. The turn indicators are horizontally arranged and the brake lights are vertically aligned, with the tail light additionally representing the diagonal lines of the British flag. In order to ensure a particularly harmonious lighting effect, all light sources forming the Union Jack graphic use LED technology.

New MINI logo: reduced to the essentials.

The new MINI logo is clear and authentic in style, appearing on the bonnet, tailgate, steering wheel, central instrument display, remote control, and optional driver's side puddle lighting all models. It is a re-interpretation of the existing logo and now features a two-dimensional "flat design". As such, the MINI logo reflects the new brand identity with its focus on the essentials – namely key values such as driving fun, distinctive design, premium quality and emotional appeal.

Three new exterior paint colors, premiere for Piano Black Exterior.

The extensive range of exterior paint colors available for the new MINI Hardtop 2 Door, the new MINI Hardtop 4 Door and the new MINI Convertible now adds three variants: Emerald Grey metallic, Starlight Blue metallic, and Solaris Orange metallic.

What is more, the list of optional equipment items features an additional means of customizing the exterior design. With the option Piano Black Exterior, the surrounds of the headlights, rear lights and radiator grille are finished in high-gloss black instead of chrome.

The selection of optionally available light alloy wheels has been expanded, too. The 17-inch light alloy wheels in the design styles Roulette Spoke 2-tone and Propeller Spoke 2-tone are now available for all body variants of the new MINI. The likewise 17-inch

light alloy wheels in Rail Spoke 2-tone design have also been newly added to the program.

New leather trims, interior surfaces and Color Lines.

A broad selection of seat surfaces, interior surfaces and Color Lines add a touch of individual style to the interior of the new MINI Hardtop 2 Door, the new MINI Hardtop 4 Door and the new MINI Convertible. New features for the MINI Hardtop 2 Door and the MINI Hardtop 4 Door include supple Malt Brown Chesterfield Leather upholstery.

In addition, the new option MINI Yours Interior Style Piano Black with illumination includes a backlit decorative panel on the passenger side of the dashboard, likewise finished in Piano Black as well as bearing a stylised Union Jack motif. The color of the backlighting matches the ambient lighting selected by the driver. This option also adds high-gloss Piano Black surfaces in the area of the doors and center console.,

Maximum individualization: MINI Yours Customised.

The MINI Yours Customised program now raises hallmark brand individualization to a whole new level. It includes retrofit products that can be designed by customers themselves, which are then produced precisely according to these individual specifications. The MINI Yours Customised range will include side scuttles, decorative strips for the interior on the passenger side, LED door sill finishers and LED door projectors.

MINI Yours Customised products can be designed and previewed through a specially created Online Customiser. Here customers can choose between various colors, patterns, surface structures and icons, as well as contributing their own texts and adding a touch of personal style to the design. This offering enables MINI fans to turn their vehicle into a unique specimen that bears the stamp of their own personality. The individualized products are manufactured using innovative production techniques such as various 3D printing methods and laser engraving.

New infotainment systems and features

A new 6.5" display is included as standard, and features an updated and optimized user interface, Bluetooth mobile phone integration, and support for Bluetooth audio streaming. In addition, customers can specify a new 8.8" touchscreen navigation system with new user interface and greatly expanded features.

New options: telephony with wireless charging, MINI logo projection.

The innovative optional equipment for the new MINI Hardtop 2 Door, the new MINI Hardtop 4 Door and the new MINI Convertible includes a wireless charging



option. A storage compartment integrated in the centre armrest enables wireless charging of mobile phones which offer this capability. This option also adds a second USB port in the front section of the center console.

For the first time, the MINI Hardtop 2 Door and MINI Hardtop 4 Door are available with a MINI logo projection feature. When the vehicle is opened and closed, the new MINI logo is projected onto the ground in front of the driver's side door from a light source in the exterior mirror and can be seen there for 20 seconds, or permanently if the door is left open.

MINI Connected: a range of digital services that is unique within the segment.

With the new MINI Connected functions, MINI offers a diverse range of digital services at premium level that is unique in the small car segment. New features include Advanced Real Time Traffic Information with 4G LTE connectivity, support for Apple CarPlay, Connected Services, and intelligent emergency call.

The personal mobility assistant feature of the MINI Connected smartphone app now enables drivers of the new MINI Hardtop 2 Door, the new MINI Hardtop 4 Door and the new MINI Convertible to integrate their vehicle and mobility planning seamlessly into their day-to-day digital routine. For example, MINI Connected can draw on calendar entries and contact data entered in a smartphone to plan a route and determine the ideal time to set off based on real time traffic data. The Send-to-Car function enables planned routes to be sent to the MINI navigation system, while Remote Services allow the driver not just to display vehicle location, fuel level and other vehicle status details on their digital end device, but also activate the headlight flasher, horn, ventilation and door lock/unlock function.

Intelligent networking of the MINI is via a SIM card integrated in the vehicle: this now complies with the mobile communications standard 4G. It also enables the use of MINI Teleservices and the Intelligent Emergency Call with automatic detection of vehicle location and accident severity.

Services now available in the new MINI Hardtop 2 Door, the new MINI Hardtop 4 Door and the new MINI Convertible for the first time also include MINI Find Mate. This consists of so-called tags with a wireless tracking function that can be attached to frequently used objects and travel items such as bags, cases, key rings and rucksacks. Their position can not only be displayed on the on-board computer but also in the MINI Connected App on a smartphone. In this way, MINI Find Mate helps prevent personal items getting lost or left behind.

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The BMW Group

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In 2016, the BMW Group sold approximately 2.367 million cars and 145,000 motorcycles worldwide. The profit before tax was approximately € 9.67 billion on revenues amounting to € 94.16 billion. As of 31 December 2016, the BMW Group had a workforce of 124,729 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.

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