



WELCOME

MINI USA VIRTUAL PRODUCT PRESENTATION. NEW MINI SPECIAL EDITIONS.

1:30 P.M. – 2:30 P.M. ET, THURSDAY, OCTOBER 21, 2020.



VIRTUAL PRODUCT PRESENTATION - OUR TEAM.



Ishaan Khatri
Product Planning Manager
MINI USA



Vikash Joshi
Product Planning Specialist
MINI USA



Andrew Cutler
Head of Communications
MINI USA



Patrick McKenna
Department Head
Marketing & Product Planning, MINI USA



Michael Schweizer
EV Product Specialist
MINI USA



Tom Plucinsky
Department Head
BMW Group Product
Communications



Rob Duda
MINI USA News Bureau
Peppercomm



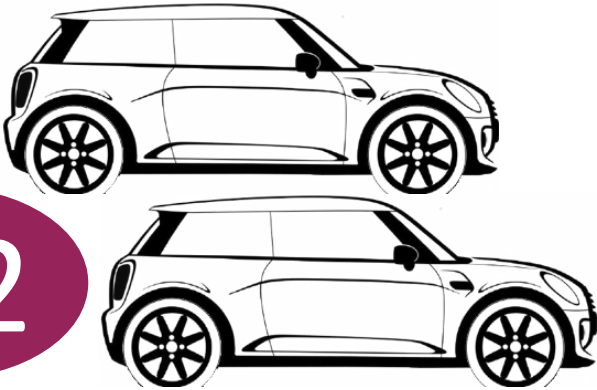
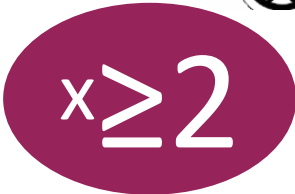
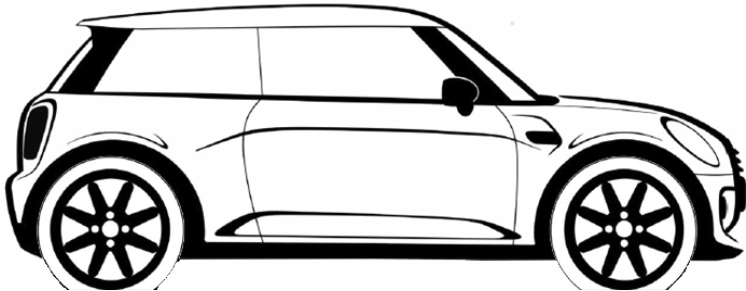
SPECIAL EDITIONS & MINI.

PART OF OUR DNA!



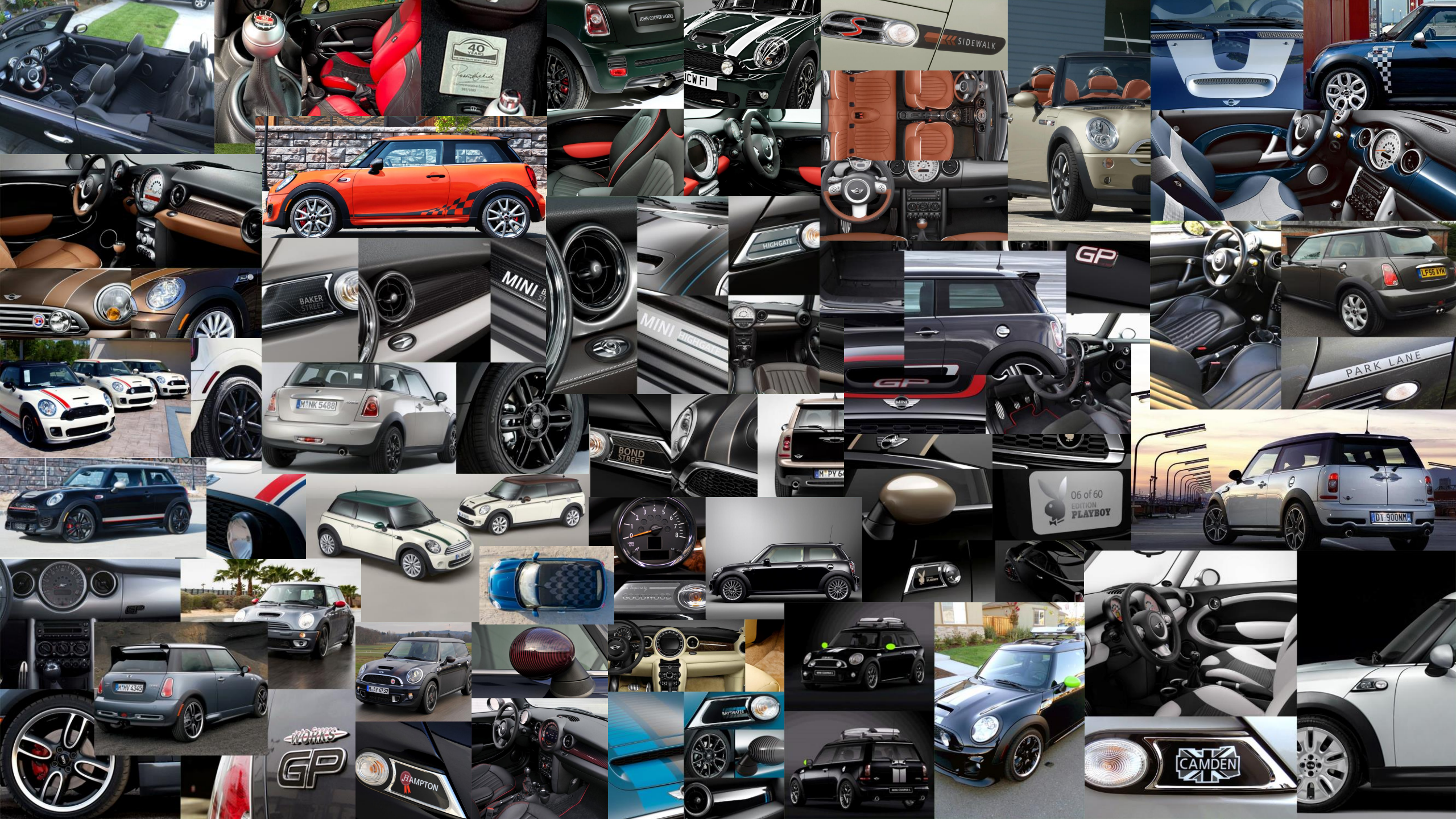
**CUSTOMIZATION IS AT
THE CORE OF MINI'S
IDENTITY IN THE U.S.**

CUSTOMIZATION & MINI. HARDTOP CONFIGURATIONS.



**WHAT DO WE MEAN BY
“CUSTOMIZATION?”**





**SPECIAL EDITIONS & MINI.
HOW DO WE CREATE ONE?**

Series Options

A white downward-pointing arrow with a blue outline, indicating a flow from the first step to the second.

Original MINI Accessories

A white downward-pointing arrow with a blue outline, indicating a flow from the second step to the third.

MINI “Toolbox”

A white downward-pointing arrow with a blue outline, indicating a flow from the third step to the fourth.

MINI Yours Customized

CREATING THE PRODUCT.

1. SERIES OPTIONS.

Creating our own “series” option package.



Create an attractive package consisting of series options, suiting the purpose of the edition.

CREATING THE PRODUCT.

2. ORIGINAL MINI ACCESSORIES.

Comfort & Safety

e.g.



Exterior Design

e.g.



JOHN COOPER WORKS

e.g.



Interior Design

e.g.



Wheels & Tyres

e.g.



Comfort & Safety

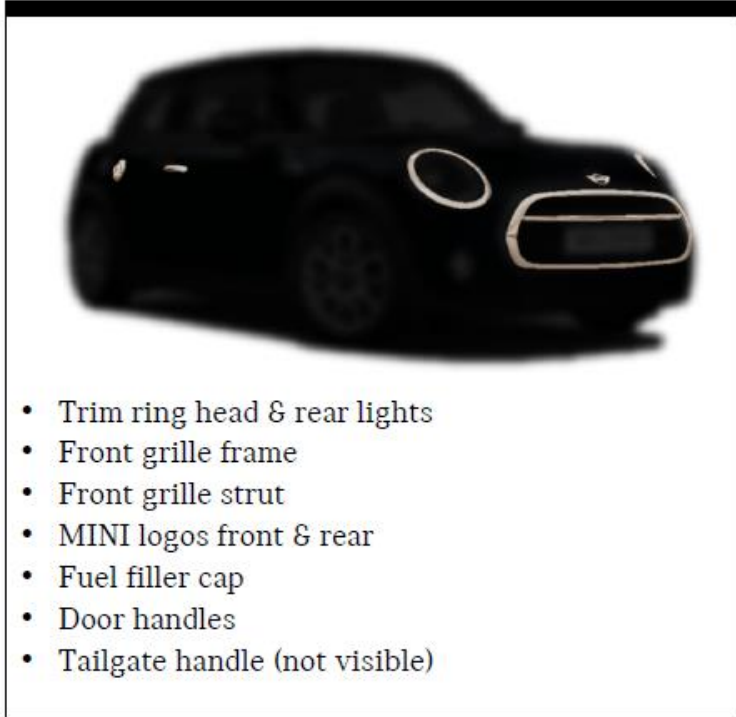
e.g.



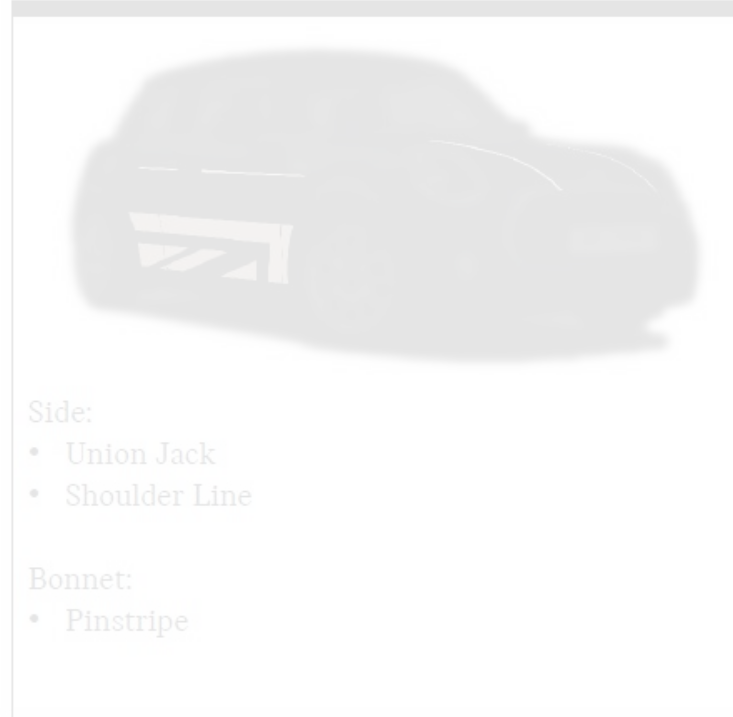
CREATING THE PRODUCT.

3. MINI “TOOLBOX”.

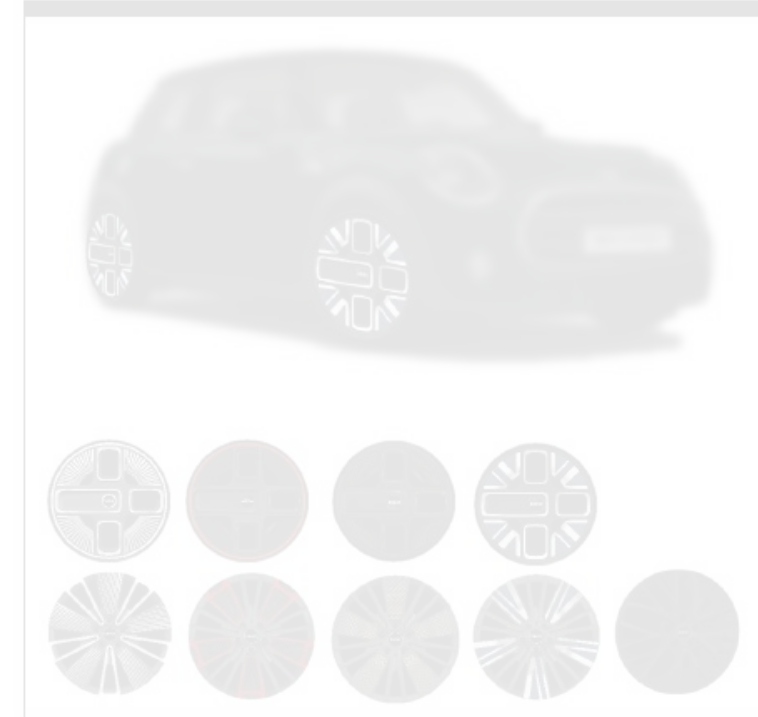
Parts



Graphics



Wheels



CREATING THE PRODUCT.

3. MINI “TOOLBOX”.

Parts



Graphics



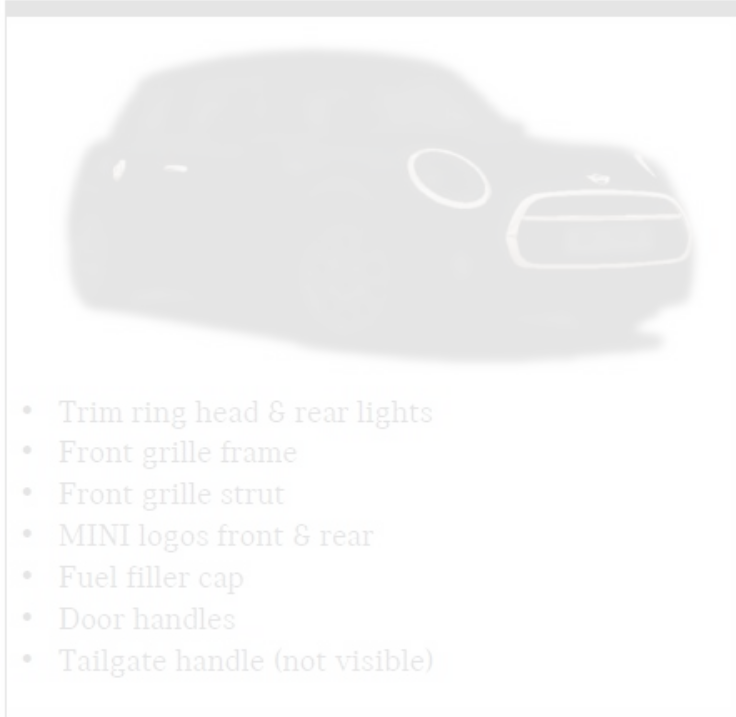
Wheels



CREATING THE PRODUCT.

3. MINI “TOOLBOX”.

Parts



Graphics



Wheels



CREATING THE PRODUCT.

4. MINI YOURS CUSTOMIZED.

Exclusive and individual designs are possible for selected products.



Overview customizable products:



MINI LED Door Sill

- Illuminated entry plates (set for front and rear)
- Design is lasered on.



MINI Cockpit Fascia

- Individual cockpit fascia.
- Unicolor finish.



MINI Side Scuttles

- Side Scuttle inlay (highlighted) can be individualized.
- Multi-color.



MINI LED Door Projector

- Individualized door projection (via slides)
- Multi-color.



MINI Key Caps

- 3D printed key cover
- 3 potential designs
- Customizable text



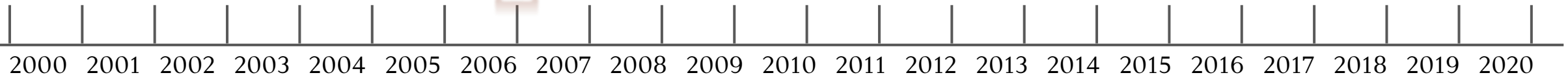
MINI Graphics Customized

- Based on edition and concept, stickers designed in collaboration with central design team.

MINI EDITIONS.

SIDEWALK R52.

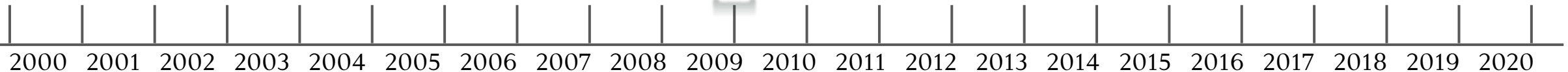
- Cooper Convertible (R52)
- Cooper S Convertible (R52)
- Sparkling Silver / Sparkling Silver Mirror Caps
- Sidewalk Specific Door/Scuttle Badging
- Sidewalk Door Sills
- 17" Night Spoke alloy wheels
- Malt Brown English Leather Interior
- Malt Brown/Black Leather steering wheel



MINI EDITIONS.

WC50.

- John Cooper Works Hardtop (R56)
- Connaught Green (non metallic)
- Pepper White Roof / Carbon Fiber Mirror Caps
- Carbon Fiber Bonnet Scoop/Tailgate Handle/Rear Diffuser
- Numbered Side Scuttle / Dash Plaque
- Pepper White Bonnet Stripe signed by John Cooper
- Black Driving Lamps
- 17" Jet Black Cross Spoke Challenge alloy wheels
- Leather Lounge Championship Red
- Rooster Red Color Line
- Carbon Fiber Dash



2021

MINI EDITIONS.

HAMPTON.

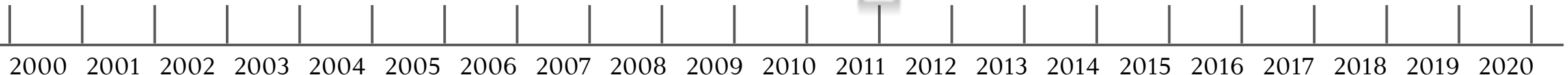
- Cooper or Cooper S Clubman (R55)
- Reef Blue Metallic
- Black Roof & C-pillar/bumper trim
- Damsen Red Bonnet Stripes / Mirror Caps
- Hampton Side Scuttle, B-pillar and door sill badging
- 17" Hampton Black Twin Spoke alloy wheels with Damsen Red Lining
- Leather Lounge Damsen Red
- Damsen Red Interior Surface
- Color Line Carbon Black



2021

MINI EDITIONS. INSPIRED BY GOODWOOD.

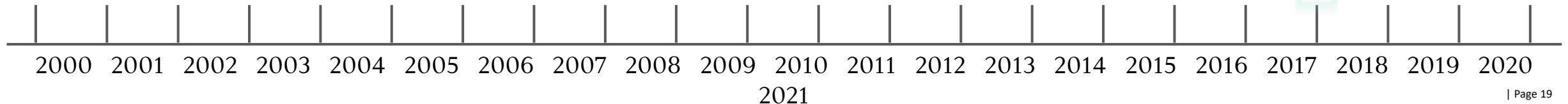
- Cooper S (R56)
- Diamond Black Metallic or Reef Blue Metallic
- Body Color Roof / Mirror Caps
- Chrome Exterior Trim
- Cooper Bonnet (no scoop)
- Inspired by Goodwood Side Scuttles / Door Sills
- 17" Goodwood Spoke alloy wheels
- Cornsilk Beige Lounge Leather
- Cashmere Headlining / Sunvisors
- Lambswool Floor Mats
- Burr Walnut Dash and door grips
- Piano Black Steering wheel and center controls



MINI EDITIONS.

ICE BLUE F56.

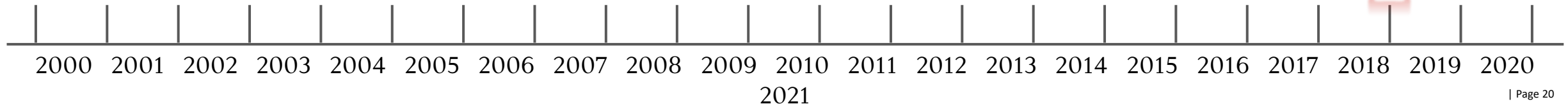
- Cooper and Cooper S Hardtops (F56)
- **Cooper “The Timeless Minimalist”**
 - Ice Blue Exterior
 - White Roof and Mirror Caps
 - Ice Blue Wheel Center Caps
- **Cooper S “The Iconic Hot Hatch”**
 - Ice Blue Exterior
 - Custom Bright Orange Mirror Caps, Center Wheel Caps and Side Stripes



MINI EDITIONS.

INTERNATIONAL ORANGE.

- John Cooper Works 2 Door Hardtop (F56)
- Solaris Orange
- Carbon Fiber: Mirror Caps, Air Intake Trim, and Tailpipe Finishers
- Custom “Checkered” Side Stripe
- Rear Spoiler in Midnight Black
- JCW Pro Exhaust
- 18” Double Spoke Wheels in Ferric Grey
- Front and Rear Bumper Accents
- Exterior Highlights in Piano Black: Headlight/Taillight Rings, fuel filter cap and door handles



MARKET SPECIAL EDITIONS.

1979 1100 SPECIAL.



2021 MINI Coral Red Edition – Our latest “Heritage” edition.



Almost perfect color match to Coral Red Metallic, along with the Black Side Stripes.



THE MINI COOPER 1499 GT.

A nod to our sporty heritage.





1,275

cc 4-Cyl Engine

4

Speed manual
transmission

60

horsepower

69

Ft-lbs. of torque

44.4

Mpg at 55mph

13.3

Seconds 0-60mph

70

MPH Top Speed



MINI 1275 GT

A NOD TO OUR SPORTY HERITAGE.



Cheap thrill.

* Price includes P. T. Seat belts, delivery and number plates extra. † Autocar.

The Mini 1275 GT costs £927*
It delivers more performance
per pound than any other saloon car
on the road.

The 1275 c.c power unit develops
60 b.h.p. at 5,520 r.p.m.

Of course there are cars with
engines three times as powerful, but
they're usually in cars five times
as heavy.

The power/weight ratio of the
1275 GT gives acceleration of 0 - 60 in
13.3 seconds and a lot of power
to spare over 70 m.p.h. in countries
where you can use it.

Most high performance cars

are gluttons for petrol. The 1275 GT
can give 44.4 m.p.g. at a constant
50 m.p.h.†

The facts speak for themselves,
but there's a lot more to this Mini
than figures.

For a start it's got a very
attractive figure itself, and there's
nothing cheap about it at all.

The Mini Clubman body is fitted
with a special matt black grille
and Rostyle wheels with radial tyres.

The interior is equipped with
body contoured seats, leather steering
wheel and full instrumentation.

But the real excitement of the

1275 GT is out on the road. Front wheel
drive gives instant response and good
control in difficult road conditions.

And when you need to stop in a
hurry you can do so without drama or
fade with power assisted disc brakes
up front.

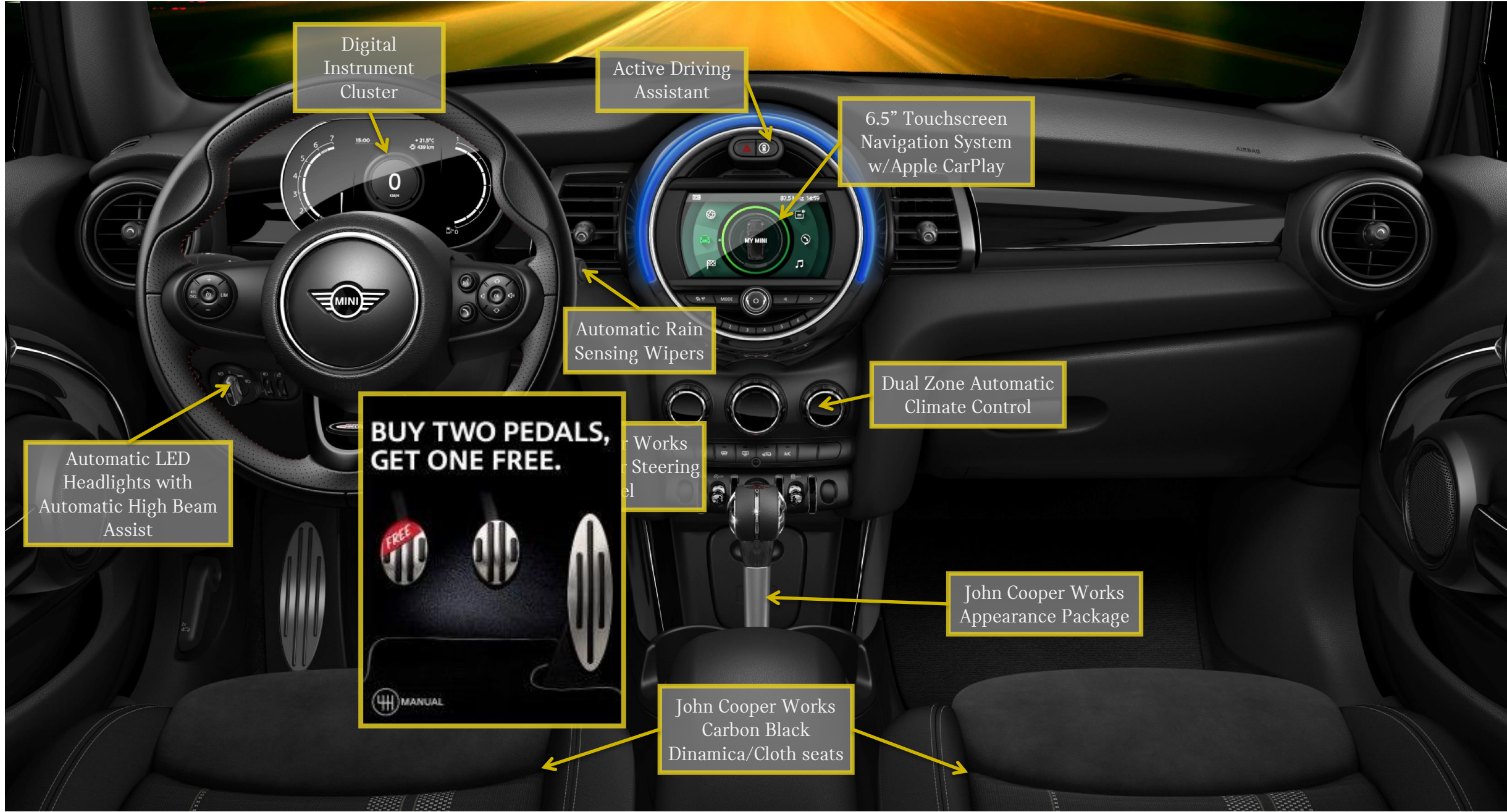
The thrill of driving the 1275 GT
is something you have to experience
for yourself. Fix a test drive
with your Austin or Morris
showroom. It's better
than cheap. It's free.











Digital
Instrument
Cluster

Active Driving
Assistant

6.5" Touchscreen
Navigation System
w/Apple CarPlay

Automatic Rain
Sensing Wipers

Dual Zone Automatic
Climate Control

Automatic LED
Headlights with
Automatic High Beam
Assist

**BUY TWO PEDALS,
GET ONE FREE.**



Works
Steering
Model

John Cooper Works
Appearance Package

John Cooper Works
Carbon Black
Dinamica/Cloth seats

MINI COOPER 1499 GT.

PRICING.

| | | |
|-------------|--|------------|
| | MY21 MINI Cooper Hardtop 2 Door: 1499 GT | \$22,400 |
| Option Code | Option Description | |
| ZGB | 1499 GT: JCW Appearance Package, 17” Track Spokes Black, Manual Transmission, JCW Leather Steering Wheel, Dual-Zone Auto Climate Control, Interior Surface Piano Black, LED Headlights, LED Fog Lights, LED Tail Lights, All-Season Tires, SiriusXM Radio w/ 1 year All Access | \$3,500 |
| 7GH | 6.5” Touchscreen Navigation Package | Included |
| DAE1 | John Cooper Works Carbon Black Dinamica/Cloth | Included |
| A94 | Midnight Black Metallic | Included |
| Accessories | 1499 GT side graphic, Piano Black; headlight rings, tail light rings, grille frame, front and rear MINI wings badge, “COOPER” badge | \$1,140* |
| | EDITION MSRP | \$27,040** |

*Including Labor | **Not including \$850 D&H

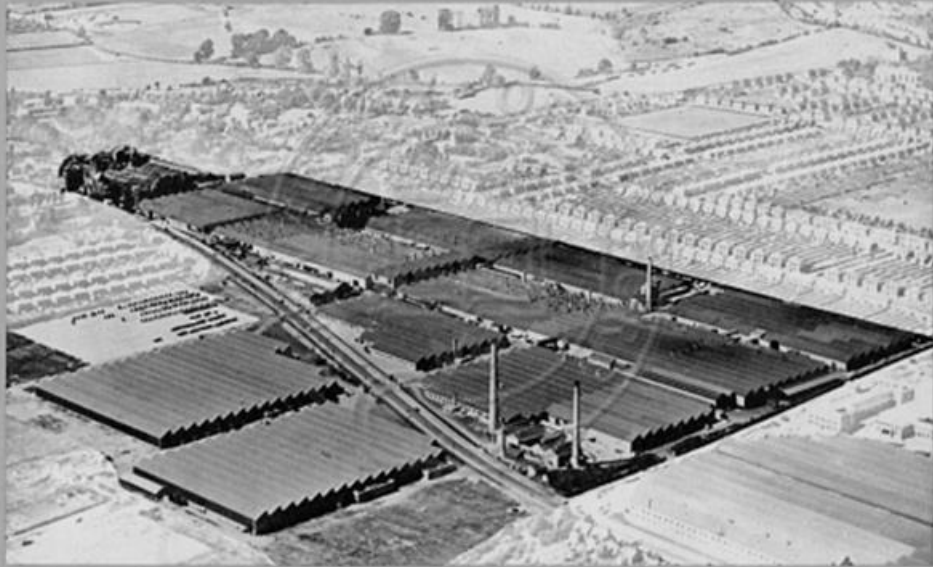


7-Speed Dual-Clutch Transmission:

The 7-Speed Dual-Clutch Transmission allows you to switch between automatic and manual, with manual operation possible with paddle shifters located on the steering wheel.

7-Speed Sport Dual-Clutch Transmission will add \$1,250 to the MSRP of the vehicle.

MORRIS MOTORS LTD



COWLEY ... OXFORD ... ENGLAND





MINI COUNTRYMAN OXFORD EDITION.

The Countryman Oxford Edition is customizable to suit your taste.

- 18" Wheels in either Silver or Black with Run Flat Tires
- Body color roof and mirrors, or your choice of a contrast white or black roof and mirror combination.
- Six body colors; British Racing Green IV metallic, Midnight Black metallic, White Silver metallic, Moonwalk Grey metallic, Chili Red, or Island Blue metallic



CUSTOMER VALUE SUMMARY.

| | |
|--|---|
| SERIES STANDARD EQUIPMENT | Leatherette Upholstery 8.8" Display with Bluetooth Rear Camera and Rear PDC 7-Speed Dual Clutch Transmission Dual Panoramic Moonroof LED Headlights and Fog Lights w/Union Jack LED Taillights |
| Included Options | 18" wheels with run-flat tires Metallic Paint Heated Seats Auto Climate Control Anthracite Headliner |
| PRICE | \$32,100 |

OXFORD EDITION PRICE : \$26,500*



Customer savings of \$5,600!

*Not including \$850 D&H



Q & A.



THANKS FOR JOINING!

MEDIA EMBARGO: 9:30 AM ET, FRIDAY OCTOBER 23, 2020.

FOR FURTHER QUESTIONS OR INFORMATION CONTACT US AT:

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- ROB DUDA, MINI USA NEWS BUREAU, T: 908-347-1243, RDUDA@PEPPERCOMM.COM.

