

MINI JOHN COOPER WORKS COUNTRYMAN MAKES WORLD DEBUT IN THE US



Contact:

Andrew Cutler
Head of Corporate Communications
MINI USA
201.307.3784
andrew.cutler@miniusa.com

Rob Duda
MINI News Bureau
908.347.1243
robert.duda@peppercomm.com

POWERFUL APPEARANCE AND MAXIMUM PERFORMANCE: THE NEW MINI JOHN COOPER WORKS COUNTRYMAN.

Making its world debut in the US, the largest MINI comes with a high-performance engine and ALL4 all-wheel drive, offering more fun and more versatility, making it a pure joy to drive.

Greenville, SC. November 8, 7:00pm US ET - The MINI John Cooper Works models have always been known for their exhilarating performance. With its 2.0-liter four-cylinder engine, the new **MINI John Cooper Works Countryman** embodies this unmistakable driving experience. The new model generation of the spacious and top-performing Countryman has grown noticeably and offers even more space, comfort and safety. Thanks to its ALL4 all-wheel drive system, this new MINI is also very capable off the road. With its increased versatility and dimensions, the all-new MINI Countryman is now classified as a SUV in the US market.

The new design is characterized by an upright and minimalist silhouette, through which the new MINI John Cooper Works Countryman exudes a sense of adventure, versatility and reliability. The John Cooper Works logo has also been redesigned with a modern, clearcut look. For the first time, this all-new logo is being used on the new MINI John Cooper Works Countryman in the classic black, red, and white color scheme.

With its sleek design, the new MINI John Cooper Works Countryman has a drag coefficient of just 0.26, making it one of the most aerodynamic cars in its class. This helps the engine, which generates 312 hp (in US trim) to accelerate the car from 0 to 100 km/h (62.1 mph) in just 5.4 seconds. The 295 lb.-ft. of torque and top speed of 155 mph make for an exhilarating driving experience.

Exceptional performance makes dynamic driving a joy.

The standard all-wheel drive system distributes its power precisely and reliably in every driving situation. A high-performance braking system with brake calipers in Chili Red color ensures powerful and precise deceleration. The characteristic sound of the

exhaust flap system also makes the MINI John Cooper Works Countryman instantly recognizable as a high-performance model. Inside, the engine sound generated in real time enhances the emotional driving experience. An exclusive JCW sound extension boosts the sound of the engine start and intensifies the soundscape with racing-inspired engine sounds.

Optimized pistons, connecting rods and engine mounts extract maximum power from the two-litre turbo engine. An advanced, dual-drive exhaust turbocharger supercharges the engine. Together with the de-throttled air intake to the combustion chamber, this enables the MINI John Cooper Works Countryman to generate beefy performance, delivering an even more dynamic driving experience in every turn. The tire diameter, which has been increased by 30 mm, is now 710 mm and the increased tire width of 245 mm enhances the typical MINI go-kart feeling. Aerodynamically optimized 19 and 20-inch wheels, exclusive to JCW, round off the extensive range.

Advanced assistance systems provide added comfort.

The new MINI JCW Countryman features 12 ultrasonic sensors and four surround-view cameras in total. They support the innovative driver assistance systems and enable partially automated Level 2 driving in the comprehensive Driving Assistant Professional option package. The assistant can detect gaps in the traffic necessary for changing lanes such as when heading towards an exit, and brings the vehicle to the optimum speed for the assisted lane change. For the first time, drivers in the MINI Countryman can take their hands off the steering wheel on highway-like routes at speeds of up to 60 km/h (37 mph), provided they continue to keep a close eye on traffic and remain ready to intervene at any time.

Great stature on any terrain.

The new MINI John Cooper Works Countryman has a bold and sporty look that reflects its performance and versatility. The exterior features a number of model-specific details that enhance its overall appearance. For example, the aerodynamic elements with vertical reflectors on the front of the vehicle emphasize its wide stance, while the new MINI LED headlights with horizontal bars in JCW Signature Mode give the vehicle a more expressive look. The front end is also characterized by a new octagonal grille design in high-gloss black and the newly designed three-color JCW logo.

The newly designed C-pillar seamlessly joins to the contrasting roof (shown in motorsport-inspired Chili Red). The roof curves down towards the rear, giving the MINI JCW Countryman an agile silhouette despite its increased height and width. The high-contrast exterior design, combined with the body color (shown in Legend Grey), emphasises the sporty look of the model. At the rear, the upright John Cooper Works Signature Modetail lights frame the upright vehicle body and underscore the increased width.

Minimalist interior features racing DNA.

In the interior, the new MINI John Cooper Works Countryman inspires with a simplified design. The cockpit is divided into an upper and lower section, with vertical door handles and air vents in the upper area. This emphasizes the upright and larger

overall impression of the spacious crossover. The red and black color scheme at the dashboard, along the door panels and on the high-grade JCW sports seats, is a nod to MINI's racing heritage. The dashboard is made of a two-tone textile made from recycled polyester.

The rear of the vehicle is highly versatile and spacious. With the rear seat folded down, even bulky items can be easily transported in the 460 to 1,450 liter luggage compartment. (based on EU measures)

Increased functionality makes for an immersive driving experience.

Drivers can use the toggle switches on the MINI toggle bar just below the OLED round screen to control important driving functions in addition to select controls on the steering wheel. The central, high-resolution OLED display is home to all other functions. Here, the driver can also select the new MINI Experience Modes and set up their preferred driving ambience using specially designed backgrounds and sounds. The go-kart mode provides a particularly sporty driving experience, and occupants can hear the engine sound with impressive intensity in the cabin. The MINI projector on the back of the OLED display can be used to bathe the dashboard in atmospheric color schemes and patterns that correspond to the selected Experience Mode.

In addition, occupants can use the voice assistant to operate numerous functions, such as navigation, telephone, and entertainment. Voice-controlled interaction takes place on the circular OLED display in the form of an animation of graphic elements, typography, and an avatar.

The all-new MINI John Cooper Works Countryman will have a starting base price in the US of \$46,900 + \$995 destination and handling. Production for the US market begins March, 2024 with first units expected to arrive at dealers early May, 2024.

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 authorized MINI USA dealer organization is represented by a network of 104 MINI full passenger car sales and service dealers located throughout the US. 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 five unique vehicles.

Journalist notes: Media information about MINI and its range new products to come is available to journalists on-line at [MINIUSANEWS.com](https://www.miniusanews.com).