

## ALL-NEW MINI COUNTRYMAN S ALL4 - NORTH AMERICAN DEBUT



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### NEXT GENERATION MINI COUNTRYMAN S ALL4 MAKES NORTH AMERICAN DEBUT ON CROSS-COUNTRY US ROADSHOW

*New MINI Countryman goes on tour to more than 90 MINI dealer locations across North America to give consumers close-up preview of brand's first SUV.*

**Woodcliff Lake, NJ – April 10, 2024** – MINI USA announces the all-new next generation 2025 MINI Countryman S ALL4 is making its North American Debut in a unique way, hitting the road to be revealed at 96 MINI dealers across the United States.

MINI customers and enthusiasts will have the opportunity to see the new MINI Countryman up-close and personal during the roadshow ahead of the new model's arrival for sale later this spring. Starting April 9 through the end of May, the roadshow will follow four regional routes concurrently, across MINI's central, southern, eastern and western region dealer networks.

Presented directly to MINI's loyal fanbase around the country, the bold stance of the all-new MINI Countryman S ALL4 model underlines its presence and all-road character. Built to handle anything from daily drives to cross-country trips, the all-new MINI Countryman S ALL4 offers noticeably more interior space, with 40:20:40 split fold-down rear seats that offer flexible configurations for both passengers and cargo.

"The all-new MINI Countryman is an exciting frontier for the brand. It's our biggest and most powerful MINI ever, with increased space and utility offering the instantly recognizable look and fun-to-drive character of MINI...in both gas engine and battery electric models," said Mike Peyton, Vice President of MINI of the Americas. "That's why we wanted to bring it directly to our customers and fans – so we can celebrate with them the first of our all-New MINI Family to arrive at dealers in the United States."

For US customers, the MINI Countryman S ALL4 offers a 2.0-liter 4-cylinder turbo engine, generating a maximum output of 241 horsepower and 295 ft-lbs. of torque. The ALL4 all-wheel drive system provides enhanced traction, safety, and driving agility on all kinds of roads, in all kinds of weather. Thanks to its precise and responsive electronic control, power is distributed between the front and rear wheels as needed to

adjust to varied road conditions. The increased wheelbase and track width contribute to the MINI Countryman's excellent driving dynamics and increased comfort.

When it comes to design, the new MINI Countryman S ALL4 impresses with its particularly clear aesthetics. From the front, the vehicle is characterized by the distinct shape of the bonnet and the new octagonal front grill. MINI LED headlamps accentuate the front design through individual signature modes that can be selected by the driver. Vertical rear lights frame the vehicle silhouette and make the new MINI model look sporty. US customers can configure the new MINI Countryman with three distinct styles, as well: Classic, Favoured, and John Cooper Works. Each includes unique exterior and interior elements.

The interior of the new MINI Countryman S ALL4 is defined by the same clear shapes that underline its new design language. The dashboard with two-tone textile creates a warm and welcoming feeling of space. The panoramic glass roof brings more light into the interior, and high-quality comfort seats provide a secure and comfortable seating position for driver and passengers.

As with the entire next generation MINI Family, new customizable MINI Experience Modes and a wide range of digital functions featured in the industry-first, 9.4" round OLED center screen create an even more immersive user experience for driver and passenger alike. As part of the optional MINI Experience Modes, two projector units beam various illuminated graphics onto the dashboard. The interplay of visual design, ambient lighting and sound design changes the appearance of the cockpit and opens new possibilities for personalizing the MINI Countryman S ALL4.

The new MINI Countryman S ALL4 began production March this year, with first vehicles arriving at dealers in early May. It comes with a base MSRP of \$38,900 plus \$995 destination and handling. For full technical specifications, pricing, options and equipment, please visit [MINIUSANEWS.com](https://www.miniusa.com).

Customers at select dealers along the MINI Countryman roadshow route will also have the opportunity to see the [MINI JCW Countryman ALL4, which made its North American debut](#) last November. To find the nearest MINI Countryman Roadshow event, visit <https://minicountrymantour.miniusaevents.com/>. To learn more about the MINI Countryman S ALL4, visit <https://www.miniusa.com/future-models/countryman.html>.

### **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 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 products is available to journalists on-line at [MINIUSANEWS.com](https://www.miniusa.com).