MINI at the 2010 NAIAS Detroit.
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Note: Unless indicated otherwise, the contents of this Press Kit present the equipment and features planned for Germany. Deviations in other markets are possible.

1. MINI at the 2010 NAIAS Detroit. (Short Version)

The joy of motoring has a future – and MINI presents this great future in a thrilling range of models.

MINI is showcasing various visions for individual mobility in the world of tomorrow at the 2010 North American International Auto Show (NAIAS) in Detroit. The MINI Concept Vehicle, for example, whets the appetite of the connoisseur and enthusiast for the fun moments in life. Radically open, it offers yet a further outlook at a future model from MINI. Four seats each with their own door, overall length of more than four metres or 158", as well as four-wheel drive – these highlights characterise this new interpretation of that unique MINI feeling.

The MINI E, in turn, stands for ultra-clean and efficient driving qualities of the future in the spirit of sustained mobility. In a field test which started in the USA and now is also being conducted at various locations in Europe, the MINI E presents the potentials of all-electric motoring absolutely free of CO_2 in everyday traffic.

Over and above these highlights for the future, the current MINI range enlarged once again in the 2010 model year is making a truly innovative, versatile and up-to-date appearance at the 2010 NAIAS. The MINI, MINI Clubman, and the new MINI Convertible stand out from all the others in Detroit from 16–24 January 2010 as a model family with individual highlights and different character from one model to the other, further enhanced by a wide range of engines and equipment options. One example is that the open-air model in the brand only introduced last year will also be available in the North American car markets as the MINI Cooper Convertible, the MINI Cooper S Convertible, and the MINI John Cooper Works Convertible.

Apart from highly expressive and powerful design, the agility typical of the brand, unique premium quality and a wide range of customisation options, exemplary fuel efficiency is the most important feature shared by all models in the MINI range. All current models benefit from the technologies introduced as part of the MINIMALISM philosophy to reduce both fuel consumption and emissions. And since the optimisation of efficiency does not mean giving up driving pleasure, MINI offers a particularly attractive range of models also meeting the growing awareness for superior sustainability and economy.

MINI consistently continuing its initiative in the US automobile market.
With this young, versatile and up-to-date range of models, MINI is continuing its successful initiative in the US automobile market also in the year 2010. Also because the USA remains the world's single largest market for MINI, the brand will continue to consistently expand its dealer network in the USA in 2010, maintaining its policy of long-term expansion. So for the first time this year the MINI dealer network in the United States will comprise more than 100 dealers from coast to coast.

The MINI Concept Vehicle: a fascinating outlook at a new concept.
The development of the MINI model family also shows a clear-cut pattern of ongoing growth. MINI has already announced the introduction of a further model in fall 2010, a Crossover offering ideal qualities to enjoy the driving pleasure, style and character so typical of MINI also beyond the confines of urban mobility.

With its unusually variable interior, four doors and four seats, and with newly developed four-wheel drive, the fourth model in the range successfully reaches new target groups. And through its sophisticated drivetrain and suspension technology, the new model also offers all the agile handling and performance again so typical of a MINI.

The MINI Concept Vehicle presented at the 2010 NAIAS sets the foundation for the new model destined to enter the market in the not too distant future. Focusing consistently on the joy of motoring, the concept model clearly demonstrates the outstanding potential of the new car, carrying forward classic features of the radically open Mini Moke from the 1960s to a modern concept most appropriate for today's world. The innovative character of the MINI Concept Vehicle is therefore borne out by the extreme pleasure of open-air motoring and driving pleasure also beyond the beaten track.

MINI E: MINI drivers in the USA pioneering the path to CO_2-free mobility.
The MINI E also offers a new and future-oriented rendition of those characteristics so typical of MINI, its electric motor delivering maximum output of 150 kW/204 hp and fed by a lithium-ion battery enabling the MINI E to accelerate from a standstill to 100 km/h or 62 mph in just 8.5 seconds and offering a maximum cruising range of 250 kilometres/150 miles.

The brand's first all-electric car built in a small series of 600 units is pioneering the development of alternative drive concepts within the BMW Group on its way to CO_2-free mobility.

Drivers of the MINI E, gaining thorough experience with electro-mobility in everyday traffic in the US states of California, New York and New Jersey, are also contributing to this pioneering development. In the context of project i, the BMW Group is indeed developing innovative vehicle concepts for densely populated urban areas, also using their knowledge on all-electric drive systems and their practical use gained, inter alia, through and with the MINI E.

Making a clear statement at the 2010 NAIAS, MINI is entering an important year full of highlights also in the US car market. The enlargement of the model range and the expansion of the dealer network set ideal perspectives for continuing MINI's story of success in the USA. The models and concepts presented at the NAIAS by MINI offer an exciting outlook into the near and medium-term future of the brand.

The Detroit Auto Show, as it is commonly called, held for the first time in 1907 and therefore rich in tradition, is acknowledged as the most significant annual event of its kind on the American continent. Last year, for example, the organisers and more than 100 exhibitors from all over the world were able to welcome more than 650,000 visitors to Detroit.

2. At a Glance.

- **World debut: the MINI Concept Vehicle.**

The MINI family is growing, with the fourth model in the range set to enter the market in 2010. The MINI Concept Vehicle presented to the world public for the first time at the 2010 NAIAS Show offers a particularly spectacular outlook at the potential of this new vehicle concept. Through its body design and construction alone, the new model ensures an extremely dynamic experience of motoring in the open air, while all-wheel drive paves the way to driving pleasure typical of MINI also beyond the beaten track.

- **Pioneering achievement: the MINI E.**

100 per cent driving pleasure, zero emissions: Through the MINI E, the BMW Group is setting yet a further milestone on the way to supreme mobility independent of fossil fuels. The brand's first all-electric car was built in a small series of 600 units and is currently being tested in a field trial by private customers in the US states of California, New York, and New Jersey. The emission-free version of this small premium car is powered by a 150 kW/204 hp electric motor, with energy coming from a newly developed lithium-ion battery. This combination gives the MINI E a cruising range of 250 kilometres or 150 miles.

- **Attractive diversity: MINI, MINI Clubman, and MINI Convertible in the 2010 model year.**

The MINI brand is setting out to continue and further enhance its story of success in the USA with an even higher level of diversity than before: The MINI, the MINI Clubman, and the new MINI Convertible are three outstanding and truly individual characters in the market. At the same time the MINI John Cooper Works, the MINI John Cooper Works Clubman, and the MINI John Cooper Works Convertible, all sharing a 155 kW/211 hp four-cylinder, offer supreme sportiness and performance on the road. Further features shared by all models include agile and truly fascinating driving characteristics, unmistakable design, premium quality, a wide range of customisation options and outstanding efficiency. As a result, the current MINI model range offers not only an even higher standard of driving pleasure and individual style, but also superior sustainability and all-round economy.

3. The Sky is the Limit: The MINI Beachcomber Concept.

MINI crosses borders, enters new dimensions of driving pleasure, and wins over additional target groups.

Once again, MINI achieves all this by consistently expanding the model range and through the unconventional creativity of MINI design. Just a few months prior to the launch of the brand's fourth model announced for autumn 2010, MINI is now demonstrating its potential for further enhancement of driving pleasure and diversity through another spectacular concept car: the concept of a brand-new type of vehicle proudly presented by MINI at the North American International Auto Show (16–24 January 2010) in Detroit.

The MINI Beachcomber Concept is a four-seater concept car designed consistently for maximum driving pleasure, taking up the enhanced options of the new MINI and combining these potentials with the vision of a radically open body concept.

ALL4 all-wheel drive and the variable interior give the MINI Beachcomber Concept abilities absolutely ideal for a spontaneous and active experience of freedom and leisure time. The potential offered by the car's modern drivetrain technology and space concept is used here to the greatest possible extent to ensure a highly emotional driving experience. Hence, the MINI Beachcomber Concept consistently does without doors, a conventional roof and all other body elements which might possibly limit the intensity of the occupants' encounter with their surrounding world. This makes the driver and up to three passengers one harmonious entity communicating directly with their surroundings – whether cruising through town, enjoying rough tracks in the mountains, or breezing along the beach.

The MINI Beachcomber Concept combines all-wheel drive with cutting-edge suspension technology, numerous body elements serving to make the car extra-strong and robust, as well as an elevated seating position. Generous spring travel and extra-large light-alloy wheels raise the entire car to a higher level. Access to the front and rear seats is nevertheless exceptionally convenient and easy thanks to the omission of doors and the entry cutouts extending all the way down to the seat bottoms, allowing the driver and passengers to get in and

out in one smooth and flowing process. A pleasant and interesting side effect is that the distance the occupants feel from their surroundings is reduced to a minimum.

The driver and passengers will also enjoy the driving pleasure created by this concept in everyday traffic under regular motoring conditions – simply because the MINI Beachcomber Concept retains its unmistakable character even when adverse weather conditions require use of the soft roof or the lightweight door and roof elements fitting on easily and conveniently within a few instants.

MINI entering new terrain – with a fourth model and a complete range of innovative ideas for the ongoing future.
The MINI Beachcomber Concept symbolises the elementary values of the brand in new, radical style – and at the same time the new model continues the current development of the MINI range in a particularly attractive manner.

Within just ten years after the re-launch of the brand, the fourth version of the MINI is now set to enter the market. As a unique crossover in the typical style of the brand, the new model offers a fascinating re-interpretation of that typical MINI design, with the functional convenience of four doors, four full-size seats, a variable interior, and a unique standard of driving pleasure now to be enjoyed for the first time also beyond the beaten track thanks to newly developed all-wheel drive.

The new production model now available from MINI goes far beyond the realms of urban mobility, inspiring the MINI designers to enhance that un-mistakable MINI feeling by adding further facets never seen before. Creating the MINI Beachcomber Concept, therefore, they are taking up the technical and concept qualities of the production model announced for autumn 2010, offering the ultimate expression of freedom in a car on this basis. The result is a new, incomparably open concept for a driving experience for all your senses, plus a degree of versatility greater than ever experienced before in discovering and enjoying new terrain.

The potential use and versatility of the MINI Beachcomber Concept is defined exclusively by the activities and preferences of its user. Clearly, the most authentic and natural surroundings for a car of this type are beaches where the MINI Beachcomber Concept, through its enhanced traction and radically open body, offers that unlimited freedom of movement it expresses from the start through its name alone.

The MINI Beachcomber Concept therefore allows the driver and passengers to actively live out their personal style, just like a kitesurfer, wakeboarder or triathlete is magically attracted to the hot spots of beach life the world over. Through its robust and versatile character, the MINI Beachcomber Concept furthermore follows in the footsteps of the Mini Moke, which, back in the 1960s, quickly became the epitome of adventurous motoring in your leisure time and in sports activities in sunny coastal regions.

Unique, typical of MINI, and with a great role model from way back when.

The MINI Beachcomber Concept is the vision of a car leaving behind all conventional standards and creating innovative momentum for individual mobility of the future. The combination of traction optimised by all-wheel drive for excursions beyond the beaten track, on the one hand, and an extreme focus on motoring in the open air, on the other, is quite unprecedented in the world of the automobile.

Now, therefore, the MINI Beachcomber Concept makes such a driving experience a truly attractive option, offering a harmonious blend of features only a MINI can provide in such authentic style. And since individual character, a clear focus on maximum driving pleasure, and the courage to create new concepts have always set the foundation for new models in the MINI range, this open-air all-wheel-drive concept clearly stands out from the beginning as a typical MINI.

The authentic style and character of the MINI Beachcomber Concept also results from the fact that the brand once already offered an extreme thrill of driving pleasure in the open air by conscious reduction to the very minimum: Way back in 1964, just five years after the market launch of the classic Mini, the creator of the first model, the world-famous engineer Alec Issigonis, already developed an all-open version of this revolutionary compact car.

The body of the Mini Moke, as it was called, was made up of hardly more than a floorpan, wide sills at the side, the engine compartment lid and the windscreen. A folding roof served – more or less – to protect the driver and passengers from precipitation.

With its robust structure and the drivetrain technology carried over from the Mini, this four-seater fun car became a great success particularly in the sunny regions of the USA and Australia. Production of the Mini Moke in Great Britain continued until 1968 with a production volume of some 14,500 units, following which production was continued in Australia and Portugal.

The MINI Beachcomber Concept now projects the principle of the Mini Moke into the 21st century. The rustic appearance of the car and its consistent concept of consciously reducing the body components and interior to a minimum clearly follow the tradition of the radically open Mini Moke back in the 1960s. This is indeed further accentuated by design language strongly inspired by the Mini Moke and enhanced by various striking details such as the characteristic radiator grille.

It goes without saying that the new model meets all modern demands in terms of space and comfort, efficiency and safety, while nevertheless retaining its clear focus on driving pleasure in direct contact with the surroundings.

Even ALL4 all-wheel drive goes back to a role model from the past, to be precise a prototype Mini Moke fitted by Alec Issigonis with two engines in 1963. On this test car appropriately referred to as the "Twini", the front and rear wheels were driven in each case by a four-cylinder from the Mini range of engines.

Versatile, modern, and safe at all times.
Modern and up-to-date from A–Z, the MINI Beachcomber Concept offers a wide range of innovations for consistent driving pleasure in the 21st century. The outstanding know-how in automotive development of a premium car maker in the areas of design, drivetrain, safety and production technology brings together the undiluted character of the concept car with a wide range of solutions most convincing in practice.

Measuring approximately four metres in length and with its highly versatile interior, the MINI Beachcomber Concept offers all the variability and spaciousness required for active leisure time. Consistently reduced to a minimum, the body of the car ensures an intense feeling of the sun shining in and the wind rushing by, while full maintenance of all MINI safety standards guarantees maximum occupant safety at all times.

The MINI Beachcomber Concept comes with a strong and stable body structure incorporating clearly defined load paths and deformation units serving to convey and consistently absorb impact energy in the event of a collision. Rollover safety also meets the highest demands made of an open car, the stable frame on the passenger cell able to withstand even extreme situations formed by substantially reinforced A-pillars and an equally strong D-pillar bar complete with an integrated lateral support element at the rear of the car. This additional safety component is indeed finished in body colour and, through its geometry

alone, conveys a supreme standard of strength and stability. It is made of high-strength steel for maximum stiffness on optimum weight, again in the interest of supreme safety.

This concept of intelligent lightweight technology serves to consistently lower the car's centre of gravity in the interest of superior agility at all times. Indeed, this agility is further enhanced by another special feature also standing out through its special look, with the lateral support element boasting recesses shaped to form the "MINI" model designation. Again, this special feature clearly visible from outside particularly when looking at the car from above further emphasises the spirit of pure adventure in the open air.

Extreme variability for all kinds of activities, weather and road conditions.

Single seats at the rear adjusting fore-and-aft as required and with backrests folding down completely offer the passengers a supreme standard of grand touring comfort tailored to their individual requirements and allow appropriate adjustment of transport capacities for all needs. In practice, this means that the driver and passengers are able to conveniently stow even bulky sports equipment such as mountain bikes or wakeboards securely held in position by special fastening systems.

When open, the MINI Beachcomber Concept is also able to carry extra-long objects such as surfboards without the slightest problem. Fastened firmly to the lateral support, surfboards fit conveniently into the car, sticking out at the top on the way to the beach.

The driver and passengers enjoy convenient access to the luggage compartment though the rear panel split vertically down the middle into two sections. Whenever necessary, the right-hand side may remain fully open for bulky objects extending out of the car at the rear. The left rear element, in turn, is a window-less door hinged at the side and extending up to the seat backrests. The additional storage case fitted on to the door is reminiscent in its round shape of a fully enclosed spare wheel holder of the type otherwise seen on a conventional offroader. But since the MINI Beachcomber Concept comes with runflat tyres and therefore does not require a spare wheel, the lockable case may be used to take along additional luggage, keeping beach mats, towels, surf shoes or similar odds and ends within easy reach at all times.

Flexible protection from wind and weather: soft roof or hardtop inserts.

The MINI Beachcomber Concept is built for the sunny side of life and is simply perfect for spontaneous action. Through its optimum flexibility, the car is able to meet all kinds of different requirements, naturally coping with any sudden change in exterior conditions.

This alone gives the MINI Beachcomber Concept all the qualities required for everyday motoring, with several options to cater for new demands and weather conditions.

The soft roof coming off the body completely and folding up into a compact unit offers particularly convenient and, at the same time, effective protection from rain and weather. Whenever required, the roof may be drawn over the car within a few instants like a tonneau cover on a boat, fastening conveniently on the windscreen frame, the rear panel and the side openings.

Made of an extremely light and, at the same time, very robust special fibre, the roof comes with transparent plastic inserts at the sides and at the rear serving as windows.

In its functional qualities, the roof follows the same standard as the most sophisticated and demanding outdoor wear combining maximum protection from wind and rain with minimum weight.

The lashing points holding the roof in position are equally strong, stable and user-friendly, with the four entry points and the rear door opening and closing easily when the roof is in place, naturally keeping out draughts and water from outside.

As a further option for reliable protection even in bad weather, the MINI Beachcomber Concept is available with accurately fitting plastic inserts on the roof, at the sides and at the rear. Made of an extra-light plastic material, these robust inserts carry over the principle of the removable hardtop to the doors and the luggage compartment lid of the car. And again in the interest of clear design and superior convenience, the inserts come flush with the body of the MINI Beachcomber Concept.

The door elements maintain their defined position through their firm connection to the opening points and the A- and D-pillars. They are likewise transparent at the top to provide good visibility to the outside, with the rear element held firmly in position through its contact to the left door element, the rear body panel at the right, and the loading sill.

The hardtop as such is connected to the windscreen frame at the front and rests in special mounts on the rollover crossbar. Precisely arranged connections joining the hardtop with the side and rear elements keep the entire structure extremely strong and stable, the appropriate connection being unfastened in each case when opening a door.

Typical MINI design, re-interpreted and concentrating on the essential.

Thanks to its clear design language, the body of the MINI Beachcomber Concept concentrating on the essential leaves no doubts that this is a genuine MINI. Unmistakable design elements reminiscent of the brand stand out clearly at first sight. And like on the MINI Crossover Concept presented for the first time at the Paris Motor Show in autumn 2008, the new model clearly reflects the ongoing process of MINI design and the introduction of MINI design language in a new type of vehicle. Indeed, both the smooth and firm design of the body and proportions typical of MINI show once again that this is clearly a member of the range.

Short overhangs front and rear as well as the wide wheel stance likewise bear the overall look of the brand on the MINI Beachcomber Concept.
Here again, therefore, the new model comes with characteristic MINI design features at the front, side and rear re-interpreted on the new model. The extra-wide body frame even encompassing the wheel arches and extending down to the road emphasises the robust flair and character of this all-wheel-drive concept study. And thanks to greater ground clearance, the advantage of short overhangs front and rear comes out even more on rough terrain, allowing a particularly large ramp angle for even the toughest requirements.

Extending to the front in a dynamic sweep, the entire front section of the car is angled towards the road. The engine compartment lid is powerfully chiselled, the powerdome with its integrated air insert symbolising the outstanding muscle and performance of the turbocharged engine within the car.

The hexagon radiator grille again so typical of MINI comes with contour lines carried over directly from the front look of the Mini Moke. With its vertical position, three robust crossbars and additional integrated headlights, the radiator grille gives the MINI Beachcomber Concept particularly powerful and convincing presence.

The large, three-dimensional headlight units integrated in the engine compartment lid as a new interpretation of a characteristic design feature also boast a striking look. Accentuated by the classy chrome frame, the headlights follow the contours of the engine compartment lid and wheel arches, again confirming the increase in stature and spaciousness over the MINI models available so far. A large air intake at the bottom and foglamps moved far to the outside, finally, round off the front view of the car again in that unique style so typical of MINI.

Side view: new combination of robust strength and lightweight look.
Extending far into the side of the car, the headlights additionally emphasise the short front overhang. The powerfully designed wheel arches on the MINI Beachcomber Concept boast large 17-inch light-alloy wheels and offroad tyres with a rough tread.

The surrounds on the side direction indicators again so typical of MINI come for the first time in a diagonal shape in the extended A-pillar, creating a wide band in distinctive colour precisely at the same point as on the classic Mini and now forming an optical connection between the windscreen frame and the front wheels. This graphic element again underlines the solidity of the MINI Beachcomber Concept with its A-pillars appearing to rest powerfully on the front axle. At the rear the rollbar forms an equally direct line extending towards the rear axle of the car.

Massive side-sills along the front and rear entry points interact with the dark body frame to add a further touch of robustness, while the free view offered into the interior emphasises the lightness and agility of this concept car. Stylised push button elements around the entry point, like on the MINI Moke, indicate the option to fit a simple and straightforward cover for bad weather. The actual fastening and adjustment points for the soft roof, on the other hand, are not even visible from outside.

The graphic look of the rear end is formed in particular by the asymmetric design of the luggage compartment, the door element on the left and the storage case fitted on the outside symbolising the superior versatility of the car while the open section on the left emphasises the lightness and spontaneous functionality of the entire concept.

Over and above these specific features, the MINI Beachcomber Concept naturally comes with other design elements at the rear typical of the brand as such. The rear light clusters fitting like islands into the side panels, for example, stand upright and are surrounded by a wide band of chrome. Further down, the rear end is dominated by horizontal lines interacting with the muscular wheel arches to emphasise the sheer width of the car and its powerful stance on the road.

With the roof closed this convincing look of power and muscle is further accentuated by the growing width of the car in steps from top to bottom. The numberplate surround takes up the design and contours of the front air intake, while the rear air dam rounded off at the bottom again in typical MINI style comes with a robust underfloor protection element.

The interior: sophisticated, versatile, robust, and full of character.
The interior design of the MINI Beachcomber Concept likewise focuses on maximum driving pleasure in the great outdoors. Extra features added to the car as well as appropriate and conscious reduction to the minimum versus the existing models in the MINI range serve also within the interior to focus on the essential. The Center Speedo comes in that typical MINI design, comprising the usual display for navigation and audio functions.

With the MINI Beachcomber Concept being intended primarily for driving in the open air, the number of air vents has been reduced in the interest of additional loudspeakers on the HiFi system as well as special instruments for offroad motoring. These additional instruments are indeed spherical in shape, reminiscent of the displays in the cockpit of an aircraft.

A liquid-sprung compass fitted to the left of the steering wheel consistently tells the driver whether he is going the right way and moving in the right direction. A further special instrument to the right of the steering wheel, finally, presents an artificial horizon showing the angle of the car around its longitudinal and transverse axis.

Strongly contoured seats and an additional handle on the front passenger's side optimise driving pleasure on rough terrain. Open-pore footmats allowing a good view of the floorpan characterise the robust ambience of the car as well as the stitching seams on the seats matched specifically to this concept car.

The range of colour and trim within the MINI Beachcomber Concept again reveals the car's close link to nature, the surfaces and seat upholstery, in their design, following the elements of earth, air, water, and fire. All plastic surfaces on the instrument panel come in a newly developed grain look resembling the structure of dry earth.

The trim surfaces in the cockpit are finished in magnetic paint also used for the first time to create a special touch of flowing liquidity. And last but not least, the individually designed seats again oriented in their colours to the four elements serve as a symbol highlighting the versatility of the MINI Beachcomber Concept.

Center Rail with new features: everything the sportsman needs at your disposal at all times.
The Center Rail already presented in the MINI Crossover Concept plays a particularly important role in the new model. Extending from the instrument panel all the way to the luggage compartment, this fastening rail connects the front seats with the rear, emphasising the common driving experience enjoyed by the occupants on all seats.

A special fastening system developed for MINI enables the driver and passengers to place individual elements and components on the Center Rail, such as external music players and other devices, armrests for the front and rear seats, storage boxes, shelves and holders of all kinds.

The MINI Center Rail comes complete with an integrated cable duct allowing the user to connect a mobile phone or MP3 player in any position to the car's entertainment system by means of a holder fastened to the rail. A further option is to connect additional sources of light, a cooling box, a laptop or a GPS tracker safely and securely to the Center Rail, each with their own power supply.

The range of holders has been further extended especially for the MINI Beachcomber Concept, now including a stopwatch specially made for the new model, a bottle holder, a compact meal box as well as a case for cycling and swimming glasses, clearly reflecting the sporting character of this concept car and simply ideal for the triathlete.

The MINI Beachcomber Concept: variable and always open for maximum driving pleasure.

The MINI Beachcomber Concept offers driving pleasure in its purest form, concentrating on the essential elements required for genuine joy of individual mobility.

Introducing this concept, MINI once again proves the ability of the brand to convey values such as driving pleasure, lifestyle and premium quality, that is the values so typical of MINI, to a completely new type of vehicle.

From the start, the MINI Beachcomber Concept offers an outlook at an incomparable driving experience in new, unprecedented style reflecting the needs and wishes of a modern, lifestyle-oriented target group and the authentic character of the brand.

Following the MINI Crossover Concept opening up fascinating new options through the further extension of the brand family, the potential of the MINI's modern drivetrain technology and its flexible space concept is now being used consistently to offer additional driving opportunities in a new dimension. Indeed, the MINI Beachcomber Concept offers a particularly emotional driving experience, demonstrating these qualities once again in that unique style so typical of the brand. Clear proof, therefore, that unconventional creativity still serves today to open up the door to brand-new vehicle concepts pointing into a future bound to offer even more fascinating renditions of that unique feeling so characteristic of MINI.

4. Driving Pleasure with Zero Emissions: The MINI E.

MINI is moving consistently towards emission-free mobility as the ideal concept for the future.

Introducing the MINI E, the BMW Group has already become the first manufacturer of premium cars to offer an all-electric model already running in a fleet of 600 units for private motoring in everyday traffic. Within just a few months, this pilot project initiated in the US states of California, New York, and New Jersey has contributed important insight into the development of all-electric production cars within the BMW Group. Indeed, no other electric car has covered as many miles in practical road use as the MINI E.

Following the successful start of this field trial in the USA, the pilot project has now been expanded to various locations in Europe. In Germany, for example, the MINI E is being tested in densely populated urban areas as part of various joint ventures with energy supply companies. Since summer 2009, private customers have been driving the MINI E in everyday traffic both in Munich, the home of the BMW Group, and in the German capital of Berlin, using publicly accessible charge stations to provide the cars with the electric power required.

Since October 2009 the MINI E has also been on the road in Great Britain, the home country of MINI, and a pilot project in France will follow in the second half of 2010.

Unique: zero emissions, long range, and all the agility typical of MINI.
The MINI E is powered by a 150 kW/204 hp electric motor receiving its energy from a high-performance lithium-ion battery and delivering power almost without the slightest sound and free of emissions through a single-stage spur gear to the front wheels. The battery technology developed specifically for use in the automobile gives the car a range of 250 kilometres or 150 miles. The electric power unit in the MINI E develops maximum torque of 220 Newton-metres/162 lb-ft and allows a smooth and ongoing process of acceleration to 100 km/h (62 mph) in 8.5 seconds. Top speed of the MINI E is limited electronically to 152 km/h or 95 mph and the suspension set-up tailored to the weight distribution of the car gives the MINI E that special agility and superior handling so typical of the MINI in general.

Like in the US states of California, New York, and New Jersey, the MINI E is also being made available to private and corporate customers in Europe. The fleet of approximately 600 cars running in everyday traffic enables both the company and customers to gain practical experience throughout a representative range of practical conditions. Evaluation of such experience obviously generates valuable know-how for the development of series models.

A further highlight of the field tests accompanied by research studies is the supply infrastructure and the specific demands made of the energy supply system, taking the option into account to supply cars with electric power generated in a regenerative cycle.

Introducing the MINI E, the BMW Group is giving further emphasis to its consistent development activities serving to reduce both fuel consumption and emissions in road traffic. In this way the BMW Group is using its unique competence in technology in the area of drive systems to develop a vehicle concept able to avoid emissions without giving up driving pleasure.

Within its Number ONE corporate strategy, the BMW Group also seeks to build all-electric production models. This development and innovative concepts for greater mobility in densely populated areas, forming part of project i, come in the same context, again allowing the use of all-electric drive technology.

Energy storage: latest generation of lithium-ion technology developed specifically for the MINI.
Based on the current MINI, this special all-electric model is a two-seater, the rear-seat space on the regular production model being used in this case for the lithium-ion battery, combining superior performance, more than ample storage capacity and compact dimensions in the emission-free MINI in a balance of qualities never seen before in this area. Overall capacity of the lithium-ion battery is 35 kilowatt hours (kWh), with energy being conveyed as direct current with a nominal voltage of 380 V to the electric motor.

The battery is made up of 5,088 battery cells grouped in 48 modules arranged as three battery elements in compact dimensions within the interior of the MINI E.

The fundamental components of the energy storage system are based on a technological principle which has already proven its qualities in supplying power to mobile telephones and portable computers. The lithium-ion battery featured in the MINI E can be connected to any conventional power socket, the charging time required depending to a large extent on the voltage and amperage of the respective network.

In the USA a completely flat battery can be re-charged quickly and efficiently by means of a so-called Wallbox featured as standard on every MINI E. All the customer has to do is fit the Wallbox in his garage, thus benefiting from a higher supply of electric power (amperage) and correspondingly shorter charging times. Just 2½ hours after connecting the car to the Wallbox, the driver benefits once again from a completely charged electric battery in his MINI E.

Driving with electric power: reliable, inexpensive, free of emissions.
A maximum of 28 kilowatt hours is required from the power mains to completely re-charge the car's electric power supply. Converting this to the range the car is able to cover, one kilowatt hour is sufficient for a distance of 5.4 miles.
So apart from the benefits of emission-free motoring, the MINI E also offers significant economic benefits versus a car with a conventional combustion engine.

The high-performance battery delivers its energy straight to an electric motor, converting this superior power into thrilling agility on the road. Fitted crosswise at the front beneath the engine compartment lid, the electric motor generates its full power and traction right from the start, that is from a standstill, giving the MINI E an extremely direct response with immediate reaction to the accelerator pedal.

This intense driving experience is also expressed by the same kind of dynamic brake power again related to the specific movement of the drive pedal: As soon as the driver takes his foot off the gas pedal the electric motor takes on the function of a generator, building up brake forces feeding back electricity generated from kinetic energy into the battery of the car.

Particularly at medium and constantly varying speeds, this reaction ensures a very comfortable style of motoring, enabling the driver to use this brake power in roughly 75 per cent of all stopping manoeuvres in city traffic, without even activating the brakes as such. At the same time such intense use of this energy recuperation mode increases the range the MINI E is able to cover by up to 20 per cent.

Agility typical of MINI in new style and with new character.
Weighing 1,465 kg (3,230 lb), the MINI E offers a very good balance of weight from front to rear. Minor modifications on the suspension, in turn, ensure safe handling at all times. And DSC Dynamic Stability Control has also been adjusted to the specific loads acting on the wheels.

The brake system in the MINI E is equipped with a newly developed electrical vacuum pump. The EPS Electric Power Steering is the same as the steering system on the “regular” production versions of the MINI. Both brake and steering support act consistently as required on the road, thus offering a particularly high standard of all-round efficiency. The electrically driven air conditioning compressor, finally, operates only when the driver and his passengers really require or need the cooling effect of air conditioning.

Design: unmistakably MINI, unmistakably new.
The MINI E stands out clearly at very first sight as a typical MINI in every respect. The characteristic design of the MINI providing the foundation for this emission-free two-seater is nevertheless supplemented by a number of design features and highlights accentuating the revolutionary concept of the car. As a further highlight, all models built for this very special pilot project come in the same striking paintwork and bear individual production numbers on the front side panels.

The MINI E comes exclusively in Dark Silver metallic with its roof in Pure Silver. A further sign of distinction on the emission-free MINI is the car’s specially designed logo in Interchange Yellow proudly bearing a stylised power plug which, contrasting with the silver background, represents the letter “E”.

This unique symbol is to be found on the roof and, in somewhat smaller dimensions, at the front, on the rear panel, on the lid covering the battery charge cable, on the dashboard trim bar and, slightly modified and in combination with the MINI logo, in the door entry strips. The roof flanks and the exterior mirror caps as well as the trim surfaces and seat seams in the interior, finally, also come in the same yellow colour as the logo.

The central instrument and the battery charge meter behind the steering wheel replacing the usual rev counter in the MINI E come with dark-green instrument faces adorned by yellow numbers. The current battery charge is shown as a percentage figure.

An additional display in the central instrument incorporates red LED lights showing the driver while on the road how much electricity is currently being drained from the battery, while a green light shows the amount of energy currently being recuperated and fed back into the battery.

MINI E customers acting as genuine pioneers.
Built in a production run of just 600 cars, the MINI E test project already reaches a magnitude much greater than current test series with other models. Full-scale use of the MINI E in everyday traffic is therefore a pioneering achievement both by the engineers responsible for developing the first emission-free MINI and of course by the users actually driving the car.

In cooperation with the BMW Group's experts, the MINI E customers are making an important contribution to the scientific evaluation of the project. Establishing and maintaining close contacts with the drivers is of great significance to the developers responsible for the MINI E, analysing not only the car's qualities and driving characteristics, but also the typical behaviour of the user and thus obtaining a precise and realistic impression of the demands made of the all-electric vehicle in its typical, defined area of use.

Special charge station and complete service for every MINI E.
The MINI E is being provided to customers under a lease agreement concluded for a period of one year. The monthly lease rate includes technical service when required as well as all maintenance needed and the exchange of parts subject to wear and tear. After expiry of the lease all cars in the project will go back to the BMW Group's development fleet where they will be carefully examined in comparative tests.

The MINI E's lithium-ion battery is re-charged through a so-called Wallbox provided to the MINI E customer. Hence, lockable garages or comparable buildings are essential as the homebase and electric charging station for the MINI E.

Maintenance by qualified specialists.
The high-volt technology of the electric drive system requires maintenance by qualified specialists using special tools not generally used by the "typical" MINI Service Partner. A Service Centre was therefore established for the pilot project both on the West and East Coast of the USA, with employees specially trained for maintenance and, if necessary, repair of the electrical components of the MINI E.

In the event of functional deficiencies involving the drive system, these specialists are able to efficiently support the local MINI dealer or take the car to the specially equipped MINI E Service Centre. A technical check-up is planned after 3,000 miles (almost 5,000 kilometres), at the latest after a period of six months.

Production in Oxford and Munich.
The MINI E has gone through the essential highlights of the production process for series models, together with a wide range of crash tests. Particular points analysed in the process were not only occupant safety and the possible effect of impact forces on the lithium-ion battery and its safe position within the car, but also many other features. In this context it is important to note that the battery and energy supply system were not harmed in any of the crash tests required under the particularly strict accident safety standards.

The complete series of some units of the 600 MINI E was built in Oxford and Munich, with production to be concluded by the end of 2008. The car as such was built at the MINI Plant in Great Britain, with the exception of the drive components and the lithium-ion battery, the production process running parallel to that of the “regular” models.

The electric motor, battery units, power electronics and transmission were subsequently integrated in a production complex at the BMW Plant in Munich established specifically for this purpose.

5. Ongoing Success on an Even Broader Foundation MINI, MINI Clubman and MINI Convertible in the 2010 Model Year.

The current MINI model range offers all the driving pleasure so typical of the brand, plus unmistakable style, in a new, unprecedented range of diversity.

Joining the MINI and the MINI Clubman, the new MINI Convertible continues the highly successful story of the brand as yet another individual character with fresh verve also in the USA.

The MINI John Cooper Works, MINI John Cooper Works Clubman, and MINI John Cooper Works Convertible, in turn, set an extremely sporting and dynamic highlight right at the top of the range. With their performance quite unique in the MINI segment, they are the perfect, authentic rendition of motorsport with all its passion.

Apart from powerful and expressive design, agile handling of the highest calibre, and a wide range of customisation options, all models in the MINI family share the same outstanding efficiency. As a premium brand, MINI therefore acts as the pacemaker also in offering particularly fuel-efficient cars with minimum emissions. Indeed, the technologies featured in the MINIMALISM philosophy allow optimum efficiency without making the slightest concession in driving pleasure, MINI thus catering for a growing awareness of sustainability and economy through the very attractive features the brand has to offer.

The new MINI Convertible: driving pleasure typical of the brand, refreshing open-air motoring.
The new MINI Convertible combines the characteristics so typical of the brand more than ever before with a refreshing style of open-air motoring. With its evolutionary improvement of design, an even wider range of functions, the most advanced suspension technology, even more powerful and, at the same time, more economical engines, as well as further enhanced safety technology, the latest rendition of this open four-seater is raising its proven strengths to an even higher level. At the same time new, attractive colour variants and equipment features add further appeal, supreme quality of materials and finish likewise bearing out the exceptional position of the MINI Convertible as the only open-air premium car in its segment.

The open-air rendition of the brand is once again a genuine MINI all the way. The car's specific proportions, short overhangs front and rear, large wheel cutouts, the height of the waistline and numerous design features typical of the brand again confirm that this is a fully-fledged member of the MINI family.

Compared with the former model, the new MINI Convertible is more mature and sophisticated in its looks at very first sight, the clear and smoothly chiselled design of body elements giving the new model an even more powerful and sporting appearance. The stretched side view exudes an even greater feeling of sportiness and the silhouette is once again typical of a classic roadster, not spoilt in any way by the rollbar, which remains virtually invisible when not in use.

The entire front end is the same as on the MINI – including the distinctive features of the individual models also setting the MINI Cooper S Convertible and the MINI Cooper Convertible apart from one another. Both models come with the hexagon radiator grille so typical of MINI and finished as one complete unit, as well as large round headlights with integrated direction indicators.

The rear end is subdivided by horizontal lines running parallel to one another, giving the Convertible the softly flowing, staged contours emphasising the sheer width of the car also on the "regular" MINI.

Opening downward, the rear lid of the new MINI Convertible comes with hinges fitted on the inside to give the rear end a smooth and homogeneous surface again emphasising the powerful look of the rear end.

Built for spontaneous driving pleasure with nothing but the sky above.
The driver and passengers riding in the new MINI Convertible are once again protected from wind and weather by a high-quality soft top with an integrated sliding roof function. A big advantage is that the soft top folds back fully automatically within just 15 seconds, even while driving at a speed of up to 30 km/h or 20 mph.

Once open, the new MINI Convertible offers its true style and character in every respect, simply begging the driver and his passengers to lower the roof in virtually every season of the year as a challenge to the driver symbolised by the optionally available, absolutely unique Always-Open Timer next to the rev counter. This innovative instrument proudly presents the time spent driving with the roof down, again motivating the driver to enjoy the thrill of driving in the open air as often as he can.

The new MINI Convertible offers supreme everyday driving qualities through its Easy-Load function, the rear-seat backrest folding down in split arrangement and the unusually large through-loading between the luggage and the passenger compartments enlarging loading capacity up to 660 litres or more than 23 cubic feet.

This variability quite unique in the convertible segment is made possible by the innovative construction of the rollbar, the new MINI Convertible boasting single-piece rollover protection behind the rear seats and extending over the entire width of the car. Remaining outside of the driver's line of vision when looking back, the rollbar moves up automatically only in the event of an imminent rollover.

Modern power units for dynamic performance and an even longer cruising range.

The new MINI Convertible comes with two engine variants in the US car market. The MINI Cooper Convertible powered by a 1.6-litre four-cylinder delivering 88 kW/120 hp at 6,000 rpm offers sporting ambitions right from the start, with maximum torque of 160 Newton-metres/118 lb-ft coming at 4,250 rpm.

The innovative technologies boasted by this four-cylinder include fully variable valve management developed on the basis of the BMW Group's unique VALVETRONIC technology optimising both engine response and all-round efficiency.

The MINI Cooper Convertible accelerates from a standstill to 100 km/h or 62 mph in 9.8 seconds and has a top speed of 198 km/h (123 mph).

The MINI Cooper S Convertible offers an higher standard of all-round driving dynamics. Again displacing 1.6 litres, the four-cylinder with its twin-scroll turbocharger and direct fuel injection delivers 128 kW/175 hp at 5,500 rpm for a particularly exhilarating driving experience. Maximum torque in this case is 240 Newton-metres or 177 lb-ft maintained consistently all the way from 1,600 to 5,000 rpm and increasing briefly to an even more substantial 260 Newton-metres or 192 lb-ft by means of the Overboost function.

The MINI Cooper S Convertible accelerates from a standstill to 100 km/h or 62 mph within just 7.4 seconds, offers truly impressive flexibility and response also in the higher speed range, and reaches a top speed of 222 km/h (138 mph).

Both engines come as standard with the latest technologies for reducing fuel consumption and emissions such as Brake Energy Regeneration and, on cars with a manual gearbox, Auto Start Stop and a gearshift point indicator.

Benefiting from such outstandingly efficient drivetrain technology, the new MINI Convertible offers a reduction in fuel consumption and CO_2 emissions versus the former models by up to 23 per cent. Average fuel consumption of the MINI Cooper Convertible in the EU test cycle is just 41.1 mpg US combined or 5.7 litres/100 kilometres, with a CO_2 rating of 137 grams per kilometre. On the MINI Cooper S Convertible, the corresponding figures are 36.6 mpg US combined or 6.4 litres/100 kilometres and, respectively, 153 grams per kilometre.

Exhilarating agility, supreme handling and exemplary safety.
As an alternative to the six-speed manual gearbox featured as standard, both the MINI Cooper S Convertible and the MINI Cooper Convertible are available as an option with six-speed automatic transmission offering a manual mode for the driver to shift gears via paddles on the steering wheel.

The supreme handling offered by the new MINI Convertible is also a result of the suspension technology thoroughly upgraded to an even higher level than on the former model. Thanks to the elaborately designed wheel suspension, the extremely precise Electric Power Steering, powerful brakes and DSC Dynamic Stability Control featured as standard, the open-air MINI again combines supreme agility with exemplary safety.

Reflecting the usual style of the brand, engine power is transmitted to the front wheels also on the MINI Convertible. The MINI Cooper Convertible comes as standard with 15-inch light-alloy rims and 175/65 R 15 tyres. The MINI Cooper S Convertible comes on 16-inch light-alloy wheels and 195/55 R 16 runflat tyres enabling the driver to go on even after a complete loss of pressure in the tyre

The wide range of safety features boasted by the new MINI Convertible as standard include frontal airbags and head/thorax airbags at the side integrated in the outer flanks of the front-seat backrests and protecting both the head, the upper body and the hips of an occupant from injury in a collision from the side.

All four seats come with three-point inertia-reel seat belts, with belt force limiters and optimised belt tensioners featured additionally at the front.

All the restraint systems are masterminded by central safety electronics and are activated as a function of the type and intensity of a collision.

The safety system in the MINI Convertible also comprises a rollover sensor activating the newly developed rollbar as well as the belt tensioners on the front seats and the head/thorax airbags in the event of a rollover.

MINI and MINI Clubman: driving pleasure combined with superior efficiency, individual style teaming up with premium quality.
The other members of the MINI model family also offer a convincing rendition of the features so typical of the brand in their own unique style. The MINI, for example, provides a particularly concentrated symbiosis of agile handling lauded everywhere as that genuine go-kart feeling with superior efficiency, uncompromising premium quality, and a wide range of customisation options.

The MINI Clubman, in turn, has already made a great name for itself as a unique character side-by-side the MINI. Through its enhanced space concept, the MINI Clubman takes on all the features of a traditional shooting brake, thus providing new options to enjoy the driving pleasure so typical of the brand in everyday motoring. In a direct comparison with the MINI, the MINI Clubman offers an increase in body length by 9.45" or 24 centimetres and an extension in wheelbase by 3.15" or 8 centimetres, benefiting completely the passengers at the rear with even greater legroom.

The MINI Clubman is identical to its respective MINI counterpart all the way back to the B-pillar, while the side-line, the rear end of the car, the rear seats and the luggage compartment prove that this is a completely different design from the ground up. The driver's and front passenger's doors, for example, are supplemented by an additional door on the right side of the car as well as the Splitdoor at the rear opening up as two wings.

With the additional door on the right, the Clubdoor opening up against the direction of travel, the MINI Clubman offers rear-seat passengers comfortable access to the rear seats. The Splitdoor at the rear, on the other hand, takes up an authentic feature carried over from the classic Morris Mini-Traveller and Austin Mini Countryman back in the 1960s, now of course re-interpreted in modern style.

The generous luggage compartment in the MINI Clubman with a capacity of 9.1–32.6 cubic feet or 260–930 litres may be enlarged in a flexible process and is easy to load thanks to the Splitdoor at the rear.

The MINI Cooper S and the MINI Cooper as well as the MINI Cooper S Clubman and MINI Cooper Clubman are all available with the same modern drivetrain technology already giving the corresponding versions of the MINI Convertible such truly outstanding pleasure on the road: The 1.6-litre twin-scroll turbo-charger with direct gasoline injection and maximum output of 128 kW/175 hp accelerates the MINI Cooper S to 62 mph or 100 km/h in just 7.1 seconds, giving the car a top speed of 225 km/h or 140 mph. Average fuel consumption in the EU test cycle of 37.8 mpg US combined or 6.2 litres/100 kilometres, together with CO_2 emissions of just 149 grams per kilometre, clearly underline the superior efficiency of the car.

The MINI Cooper S Clubman accelerates to 62 mph in 7.6 seconds and offers a top speed of 224 km/h or 139 mph, all this combined with average fuel consumption of just 37.2 mpg US combined/6.3 litres per 100 kilometres, and a CO_2 rating of 150 grams per kilometre.

The MINI Cooper and MINI Cooper Clubman likewise offer an unusually good balance of sporting performance and superior economy. Both models are powered by a 1.6-litre power unit with fully variable valve timing for maximum output of 88 kW/120 hp. The MINI Cooper accelerates from a standstill to 62 mph or 100 km/h in 9.1 seconds and has a top speed of 203 km/h or 126 mph. Offering average fuel consumption of 43.4 mpg US combined or 5.4 litres/ 100 kilometres in the EU test cycle and a CO_2 emissions rating of 129 grams per kilometre, the MINI Cooper once again sets the standard for efficient driving pleasure of the highest calibre.

The MINI Cooper Clubman takes 9.8 seconds to reach 62 mph or 100 km/h from a standstill and accelerates all the way to 201 km/h or 125 mph. Average fuel consumption is 42.6 mpg US combined or 5.5 litres/100 kilometres, the CO_2 rating is 132 grams per kilometre.

MINIMALISM: optimised efficiency featured as standard.
Apart from the modern power units optimised for maximum efficiency, the outstanding all-round efficiency of all current models in the MINI range is ensured by numerous other features serving to reduce both fuel consumption and emissions.

This range of technologies appropriately referred to as “MINIMALISM” and featured as standard, albeit with individual differences and distinctions, on every MINI, MINI Clubman and MINI Convertible, comprises not only optimised aerodynamics and intelligent lightweight construction on the body, suspension and engines, but also Brake Energy Regeneration, the Auto Start Stop function, a gearshift point indicator, Electric Power Steering, a volume flow-controlled oil pump, as well as an on-demand coolant pump.

Over and above the significant enhancement of efficiency, these innovations also improve the agility and precise handling of all models within the range.

An outstanding example of the clever combination of additional driving pleasure and reduced fuel consumption is Brake Energy Regeneration ensuring that the power of the engine is converted primarily into drive power on the wheels, with electricity for the on-board network of the car generated only when the car is in overrun or when the driver applies the brakes.

To achieve this effect, the generator is automatically disconnected as long as the engine is pulling the car, meaning that the power normally drained by the generator on a conventional car is now available for even more dynamic acceleration. Then, as soon as the MINI changes to overrun or when the driver applies the brakes, the generator is once again re-activated.

The Auto Start Stop function on all manual gearbox versions of the MINI, the MINI Clubman and the MINI Convertible automatically switches off the engine, for example when coming to a halt at the traffic lights, once the driver moves the shift lever to its neutral position and takes his foot off the clutch pedal. Clearly, this avoids any unnecessary consumption of fuel as long as the engine is idling.

As soon as the driver presses down the clutch pedal, the engine re-starts automatically, without the slightest time-lag. And as a further feature a gearshift point indicator informs the driver on the ideal point for shifting gears again in the interest of maximum efficiency.

EPS Electric Power Steering makes a significant contribution to the supreme agility of the MINI, the MINI Clubman and MINI Convertible. Operating as a function of road speed, EPS ensures low steering forces when parking and precise behaviour at high speeds on the Interstate or Autobahn. It also helps to provide an even higher level of efficiency with the electric motor being activated and consuming energy only when power assistance is really required or desired by the driver.

EPS Electric Power Steering even allows various set-ups programmed individually from case to case. The basic set-up, for example, provides well-balanced power assistance as a function of road speed, while the optional Sports Button (standard on the MINI John Cooper Works, the MINI John Cooper Works Clubman, and the MINI John Cooper Works Convertible) enables the driver to activate a significantly more dynamic control map for higher steering forces and enhanced steering precision. Pressing the Sports Button positioned on the centre console next to the gearshift lever, the driver is also able to activate an even more sporting and dynamic gas-pedal control map on the car. And last but not least, this gives the automatic transmission an even higher level of gearshift dynamics.

Three top athletes on the podium: MINI John Cooper Works, MINI John Cooper Works Clubman, and MINI John Cooper Works Convertible.

The MINI model range offers a choice of no less than three top athletes for supreme driving pleasure at virtually all times. The MINI John Cooper Works, MINI John Cooper Works Clubman, and MINI John Cooper Works Convertible, standing out as unique characters within the range, all embody the authentic passion of motorsport. Offering a level of performance quite unique in the MINI segment, these outstanding models enhance the sporting DNA of the other models to an even higher level.

These three top-flight athletes are all built for the world market at MINI Plant Oxford, together with the “regular” models in the range. Clearly, this confirms and underlines the full integration of John Cooper Works under the roof of MINI.

The three models proudly bearing the John Cooper Works logo all owe their impressive power and performance to a 1.6-litre four-cylinder delivering maximum output of 155 kW/211 hp and based on the twin-scroll turbocharged engine with direct gasoline injection featured in the MINI Cooper S.

Like the drivetrain, the exclusive light-alloy wheels reducing weight to a minimum, and the extremely powerful brakes, the new exhaust system and the modified six-speed manual gearbox are all closely based on the racing version featured in the MINI CHALLENGE Clubsport Series. Very rarely has know-how generated in motorsport been carried over to the road as directly and consistently as here.

Motorsport technology for the challenges of everyday motoring.
The power pack featured within the engine compartment of the MINI John Cooper Works, the MINI John Cooper Works Clubman, and the MINI John Cooper Works Convertible is built at the BMW Group engine plant in Hams Hall, Great Britain, which makes the engines for all versions of the MINI. Offering specific output of 132 hp per litre, this unique power unit clearly enters the terrain of the most thoroughbred sports cars.

Maximum output of 155 kW/211 hp comes at 6,000 rpm, with peak torque of 260 Newton-metres or 177 lb-ft delivered at just 1,850 rpm. When accelerating, torque is briefly boosted to an even more significant 280 Newton-metres or 192 lb-ft between 1,950 and 5,500 rpm by a short increase in turbocharger pressure, this Overboost function giving these extremely dynamic power units even greater muscle and performance.

The MINI John Cooper Works accelerates from a standstill to 62 mph or 100 km/h in 6.5 seconds, and the MINI John Cooper Works Clubman completes the same exercise in 6.8 seconds. Top speed in each case is 238 km/h or 148 mph.

The MINI John Cooper Works Convertible takes 6.9 seconds to reach 62 mph and has a top speed of 235 km/h or 146 mph.

Considering this kind of performance, all three models are extremely fuel-efficient, the MINI John Cooper Works making do in the EU test cycle with 34.0 mpg US combined or 6.9 litres/100 kilometres, the MINI John Cooper Works Clubman consuming 33.5 mpg US combined (7.0 litres/100 kilometres), and the MINI John Cooper Works Convertible 33.0 mpg US combined (7.1 litres). The respective CO_2 ratings are 165, 167, and 169 grams per kilometre.

A new dimension of go-kart motoring.
All three models come as standard with a sports-tuned suspension also offering the respective versions of the MINI Cooper S fascinating agility and performance on the road. Sports suspension with even firmer dampers and anti-roll bars both front and rear is available as an alternative, while there is also optional John Cooper Works suspension offering an extremely sporting set-up quite suitable for racing. This lowers the entire car by 10 millimetres or 0.4" and offers even firmer dampers and anti-roll bars even larger in diameter than on the regular sports suspension.

Sports brakes featured as standard ensure short stopping distances and combine precise response with sensitive dosage of the brakes. The fixed-calliper brake discs with aluminium callipers finished in red, inner venting on the front wheels, and the John Cooper Works logo on the callipers, are extra-large in their dimensions. In their design, configuration and operation, the brakes follow the same technology and offer the same features as the racing brakes in the MINI CHALLENGE Series. The same applies to the unusually light 17-inch alloy wheels in John Cooper Works Cross-Spoke CHALLENGE Design exclusive to these very special models and featured as standard.

Further highlights featured as standard include DSC Dynamic Stability Control together with Hill Start-Off Assistance and DTC Dynamic Traction Control. Electronic Differential Lock Control on the drive axle activated in the DSC-Off mode serves furthermore to ensure optimum drive power and perfect traction in particularly fast and dynamic bends.

Inside the car a wide range of standard features ensures sporting but sober elegance. A three-spoke sports steering wheel in leather forms the interface between the driver and his sports machine, roof lining in anthracite and interior trim in glossy Piano Black provide a cool and calm atmosphere allowing the driver to concentrate on his – wonderful – task of driving his car. A further feature of these three athletes is the speedometer extending up all the way to 160 mph or 260 km/h.

The 2010 MINI model range: unmistakable style and lots of room for customisation.

Driving a MINI is not just a matter of getting from A to B, but rather an expression of your personal style and character. The wide range of options to customise the car gives the enthusiast lots of opportunities to highlight his or her personal taste and preferences. To a greater extent and in greater detail than any other car maker, MINI offers its customers exceptional freedom in the individual design and configuration of the car, an unusually large choice of paintwork and interior colours, seat upholstery and trim variants setting the foundation for an individual configuration tailored to each customer.

Both the MINI and the MINI Clubman as well as the MINI Convertible are also available with a wide range of attractive and high-quality options straight from the factory, raising both driving pleasure and motoring comfort to an even higher level.

Yet a further highlight is the range of Original MINI Accessories comprising classic racing technology such as John Cooper Works components, comfort features such as an iPod interface, a roof rack made of high-strength, eloxy-plated aluminium bars, additional headlights, useful features for everyday motoring, and exceptional highlights such as an extravagant roof finish.

Full integration of an Apple iPhone.
Apart from high-class and very sophisticated audio and navigation systems, cruise control with a digital speedometer in the cockpit available as an option raises the driving comfort offered by the MINI, MINI Clubman, and MINI Convertible to an even higher standard. Yet a further option is a USB port including a Bluetooth function for integrating external audio players, allowing the user to conveniently connect USB-compatible media units and MP3 players such as an Apple iPod to the MINI entertainment system through the USB port.

As yet a further highlight, the MINI, MINI Clubman, and MINI Convertible are available with full integration of an Apple iPhone in the car's control system, enabling the driver and passenger to use the telephone and audio functions of their smartphones with maximum convenience. In this case the smartphone functions currently activated are presented either in the radio display or – if fitted – in the display of the navigation system.

If the car is fitted with such a navigation system, the driver is able to conveniently control the telephone and audio functions of his Apple iPhone by means of his MINI Joystick on the centre console.

Offering all these technically sophisticated and easy-to-use systems available right from the start for integrating the latest mobile phone and audio technology, MINI time and again proves its outstanding qualities as an innovative and lifestyle-oriented premium brand.

MINI all the way: safe, reliable, and with lasting value.
All current models in the MINI range combine the character typical of the brand and unmistakable design with a thrilling driving experience, safety consistently optimised to the highest standard, and truly outstanding quality of finish.

The MINI Cooper offers the highest rating of five stars in the Euro NCAP crash test. So like all other models in the MINI range, it gives the driver and occupants excellent protection based on the optimised structure of the body and a wide range of safety features with restraint systems tailored to each model and masterminded by central control.

One of the most outstanding features of every MINI is its supreme reliability already confirmed on several occasions by top positions in the vehicle breakdown statistics complied by ADAC, Germany's largest motoring club. The exceptional quality of the product, the car's very sporting handling and performance, as well as the unique flair of the brand, all come together to give the MINI outstanding appeal as the foundation for ongoing global success in the market and remarkable price stability in terms of lasting value. Hence, the MINI is not only the epitome of driving pleasure and individual style in its class, but also a particularly good and stable investment.