

MINI

US Press Information



For Release: IMMEDIATE

Contact: Nathalie Bauters
MINI Communications Manager
201-930-3166
nathalie.bauters@miniusa.com

EXCLUSIVE CHARACTERS: MINI 50 MAYFAIR AND MINI 50 CAMDEN.

Woodcliff Lake, NJ – September 15, 2009... MINI is celebrating a great birthday and the fans of the brand are now able to enjoy the ongoing driving pleasure MINI offers on the road in the MINI 50 Mayfair and the MINI 50 Camden. For through their characteristic design and exclusive features alone, these two models live out both the great tradition and visionary power of the MINI brand.

Both the MINI 50 Mayfair and the MINI 50 Camden are available with two petrol engines and one diesel. Being launched into the market in September 2009, production of the MINI 50 Mayfair and the MINI 50 Camden is starting exactly fifty years after the official presentation of the classic Mini and is limited to just one year.

The modern drivetrain and suspension technology featured by the MINI also gives these two anniversary models truly fascinating agility in combination with exemplary fuel economy and emission management. Particularly the 172 hp four-cylinder with its twin-scroll turbocharger and direct gasoline injection powering the MINI Cooper S 50 Mayfair and the MINI Cooper S 50 Camden offers truly outstanding performance on the road. And all this comes with combined cycle fuel consumption to 26 city/34 hwy mpg with the 6-speed manual transmission and a CO2 rating of just 149 grams per kilometer.

Featuring fully variable valve control and offering engine output of 88 kW/120 hp, the power unit of the MINI Cooper 50 Mayfair and the MINI Cooper 50 Camden likewise has everything it takes for truly sporting performance. An average fuel consumption of just 28 city/37 hwy, in turn, as well as a CO2 rating of 129 grams per kilometer, set new standards in terms of efficient motoring pleasure.

The MINI anniversary: looking back and looking forward.

MINI USA

Mailing address
PO Box 1227
Westwood, NJ
07675-1227

Office address
300 Chestnut Ridge Road
Woodcliff Lake, NJ
07677-7731

Telephone
(201) 930-3166

Fax
(201) 307-3607

Internet
MINIUSA.com

For the first time since its market launch in 2006, the latest generation of the MINI offers the opportunity in the car's anniversary year to enjoy supreme driving pleasure in particularly exclusive style. Hence, the MINI 50 Mayfair and the MINI 50 Camden follow the principle already applied by the classic Mini to accentuate individual highlights in the character of this highly successful performer from Great Britain. The anniversary of the brand therefore offers an ideal opportunity to look back at the fascinating tradition of the car and to look forward at the unique future and outlook of the MINI.

Both of these perspectives are expressed by the names of the new models. As in the past, the two anniversary models are named after boroughs of London also very popular and well-known far away from the British capital. Mayfair is lauded the world over for its exclusivity growing so significantly over the years and decades, while Camden is the home of a trendy and culturally versatile urban lifestyle.

Setting their respective standards, both models represent those values so typical of MINI that have grown over five decades as well as the car's potential for ongoing development.

Characteristic design, exclusive features.

Both in their design and their features the MINI 50 Mayfair and the MINI 50 Camden stand out clearly from the current, "regular" production models. Numerous features helping to make these two cars truly unmistakable are indeed reserved to these individual anniversary models, making each version truly unique in its own right. Special body paintwork, light-alloy rims tailored to the car, special materials and surfaces within the interior as well as a range of colors tailored specifically to the MINI 50 Mayfair and, respectively, the MINI 50 Camden underline the exclusivity of these special models available only for a limited period.

The jubilee placard proudly surrounded by chrome trim on the radiator grille provides clear testimony to the tradition of the brand now going back fifty years, bearing the number "50" in typical MINI design and boasting the colors of the Union Jack – red, white, and blue.

In addition to the wide range of regular features already provided on the respective engine variant, each MINI 50 Mayfair and each MINI 50 Camden comes not only with sophisticated paintwork, seat upholstery and trim, but also with a wide range of other comfort features. Apart from air conditioning, seats adjustable for height and with electric heating, the Lights Package as well as the on-board computer, these features

include the Storage Package, additional storage options, a 12 V power socket in the luggage compartment and angle adjustment on the rear-seat backrests.

MINI 50 Mayfair: noblesse oblige – dedicated to extravagant style.

Back in 1982 the classic Mini already came as a special Mayfair model combining supreme comfort and an extravagant look. Today the new MINI 50 Mayfair interprets this style of sophisticated understatement in a new, modern way. High-quality materials, stylish details and a color scheme offering classic elements throughout determine both the outer and the inner looks of this very special car.

For the first time and only on this anniversary model the body of a MINI Hatch is finished in the special Hot Chocolate metallic paintwork color so far available exclusively on the MINI Clubman and the MINI Convertible, combined with a white roof. On request the body is also available in Pepper White or Midnight Black paintwork as an alternative to this highly attractive brown color.

The MINI 50 Mayfair comes on 17-inch, white-painted 12-spoke light-alloy wheels in Infinity Stream Spoke Design exclusive to this particular model. In their design, the wheels follow the classic multi-spoke look, with the spokes themselves being slightly concave to give the car a truly powerful appearance. The white paintwork on the wheels, finally, interacts with the white contrasting color of the roof.

Yet another new feature is the engine compartment lid with almost three-dimensional stripes in light-brown Toffee metallic and white pinstripes at the edges. Additional headlights on the radiator grille, mirror caps with paintwork changing from brown to black on the way up, and a discreet “Mayfair” logo on the direction indicators at the side round off the exterior design of this anniversary model.

The combination of Toffee paintwork with white highlights is also to be admired within the interior of the MINI 50 Mayfair again absolutely exclusive in its character. The seats demonstrate their unique style through their finish in Lounge leather complete with piping round the edges, Toffee color, and additional white piping.

A further highly attractive effect is provided by double-cap seams on the seats finished in the same, modern and technically appealing turquoise-green color as the frame around the “Mayfair” logo to be admired not only next to the direction indicators at the side, but also on discreet seat trim adorning the inner surfaces of the front-seat backrests.

The gearshift lever knob on the manual gearbox likewise comes with -turquoise-green double-cap seams providing a visual link to the seats.

As yet a further highlight, the Carbon Black interior color is combined with special trim on the dashboard finished in brownish black to reflect the color of the mirror caps. The trim bar finished in Toffee at the bottom becomes black as it moves further up, providing a perfect transition to the dashboard likewise finished in black.

The Color Line at the bottom of the instrument panel and the armrests on the door linings as well as the gearshift lever knob are likewise finished in Toffee, while the trim panels on the doors are in Piano Black.

All this is further embellished by a Toffee Brown inlay in the lower half of the steering wheel rim, floor mats with white piping, the Chrome Package also available on other MINI models, as well as door entry trim proudly bearing the “MINI 50” model designation and the “Mayfair” logo.

MINI 50 Camden: dynamic and progressive all in one.

With its dominating colors Silver, White and Black, the MINI 50 Camden even at very first sight highlights its technical clarity and sporting character. Body paint in White Silver metallic is combined with a white roof, and the MINI 50 Camden is also available in Midnight Black metallic or Horizon Blue metallic.

The 17-inch light-alloy rims likewise exclusive to this model stand out in particular through the contrast between their silver inner surfaces and the matt, polished contour lines around the rim hump and on the outer edges of the spokes, thus characterizing the futuristic impression of this likewise very special model.

With its lines extending towards the A-pillars, the sporting, almost three-dimensional silver stripe trim on the side shoulders of the engine compartment lid accentuate the sporting and dynamic character of the MINI 50 Camden.

Like on the MINI 50 Mayfair, the mirror caps come in twin-tone stripes extending upwards on the MINI 50 Camden merging from silver into pure white. In combination with the xenon headlights featured as standard on the MINI Cooper S 50 Camden, the headlights themselves boast black-tinted lenses as a particularly progressive highlight forming a clear contrast to the rest of the exterior in its brighter color.

The side indicator frames house the Union Jack in black-and-white, and the “Camden” model designation forming the logo of this special anniversary model also to be admired, together with the designation “MINI 50”, on the door entry trim.

The interior of the MINI 50 Camden comes in an equally contrasting color scheme combining the Carbon Black interior color with special trim on the instrument panel interchanging from white to silver, like the caps on the exterior mirrors.

The trim panels on the doors, in turn, come in Fluid Silver, while the sports seats in cloth/Ray leather boast leather surfaces, just like the bottom edge of the instrument panel and the armrests in the door linings, finished in Tech White.

The black centre strips on the doors, in turn, come in a discreet pattern with interrupted white stripes, while the seat panels on the inner half of the backrests bear the “Camden” logo.

Twin-tone double-cap seams – black on the outside, turquoise-green on the inside – visually combine the leather and cloth surfaces on the seats. Green and white seams also provide additional color highlights on the black gaiters around the handbrake and gearshift levers, and on the gearshift lever knob.

The rim on the leather steering wheel is highlighted additionally by a white seam, while turquoise-green color highlights as well as design lines on the mirror caps and the trim surfaces to be admired on both the MINI 50 Mayfair and the MINI 50 Camden come as a common feature shared by both anniversary models.

Highly exclusive but featured as standard: HiFi system and Mission Control.

In addition to the particularly wide range of standard features on the two anniversary models, the MINI 50 Camden also features a top-end audio system. This new HiFi system from car audio specialist Harman/Kardon sets standards for enjoying music in a MINI. The high-performance digital amplifier, for example, just like the loudspeaker units, is perfectly tailored to the MINI.

An optional feature is a USB port for connecting external audio sources and a special interface for an Apple iPod. And last but not least, the customer also has the choice of an interface for integrated control of the car’s audio and telephone functions on the latest Smartphones such as the Apple iPhone.

The market launch of the new MINI 50 Camden also marks the debut of a new generation of in-car entertainment systems. Referred to as “Mission Control”, this entertainment system processes and evaluates a wide range of signals on the vehicle itself, on driving conditions, and the surroundings, providing the driver with relevant information and instructions in that unique style so typical of MINI.

Mission Control underlines the status of the MINI as a genuine personality in the world of motoring and intensifies the driver’s feeling and impression of interacting directly with the car, the signals coming from the car itself being used to generate new, situation-based dialogues time and again.

These dialogues are based, among other things, on information regarding safety and comfort settings, requesting the driver and passengers, say, to buckle up their seat belts and use the air conditioning, and incorporate current information on driving conditions such as the current status of the vehicle, with the focus on temperatures or the level of fuel in the tank criteria such as outside.

The heart of Mission Control is the electronic control unit fitted behind the glove compartment and interacting with the car’s data network. This serves to collect all information relevant to the system and generate appropriate voice messages. Depending on the car’s level of equipment, up to 120 different driving conditions, traffic situations and other events are covered in this way, providing a range of 15-40 different messages.

This wide range of messages guarantees an ongoing, highly efficient dialogue between the MINI and its driver also in driving situations recurring daily, Mission Control therefore being able to offer more than 1,500 different messages.

Messages are provided the world over in English as the mother tongue of MINI. In this process three characters clearly differ from one another through their voices share the task of communicating with the driver. To support the Coach as the main speaker mainly addressing the driver himself, two Assistants offer helpful information on driving and traffic conditions as well as the comfort functions of the MINI.

The carefully matched and interacting messages provided by these three characters give the driver and his passengers both lively entertainment and useful information they may sometimes take with a twinkle in their eye. Depending on the time of day, for example, Mission Control will welcome the driver and his passengers with various

messages. Should you set off with the handbrake pulled or a door not properly closed, on the other hand, Mission Control will again provide an appropriate warning, just as it will tell the driver not to rev up too fast while the engine is still warming up.

Mission Control also comments on the driver's sporting style of motoring in bends. At high speeds, finally, Mission Control will tell the driver and passengers to close the windows in the interest of better aerodynamics. And should the driver and passengers have opened the sliding roof, they will be instructed to switch off the air conditioning in order to save energy.

In addition to the entertainment aspect, the system offers a functional aspect supporting the driver over and above existing functions in properly interpreting all kinds of information and using data for appropriate action.

Given these qualities, Mission Control is the first step into a brand-new world of interactive in-car entertainment, offering a driving experience never seen before.

MINI 50 Mayfair and MINI 50 Camden: ambassadors for the character of the brand.

Fifty years of MINI – this great anniversary offers the opportunity, looking back and into the future, to highlight some significant highlights of the brand and its character.

The origin of the brand in Great Britain and the style of MINI both timeless and unmistakable are just as significant in this context as the sophisticated, future-oriented technology and sporting potential of this small premium car. Both the MINI 50 Mayfair and the MINI 50 Camden highlight precisely these qualities through their design and equipment concepts precisely tailored in a specific direction.

The harmonious configuration of the two anniversary models also provides ample room for customization. Following the usual MINI standard, each MINI 50 Mayfair and each MINI 50 Camden is built exactly to the customer's order. Additional options for personal comfort are provided, for example, by the MINI navigation system, automatic air conditioning, the Vision Package made up of a heated windscreen, a rain sensor, the interior mirrors with an automatic anti-dazzle function and automatic headlight control, as well as Comfort Access. Further options are foglamps, Park Distance Control, and a glass sliding/vent roof.

A six-speed automatic transmission, together with shift paddles on the steering wheel, is available as an alternative to the six-speed manual gearbox featured as standard. The standard Sport Button varying the control maps of the gas pedal and the steering as

well as, where fitted, the shift times of the automatic transmission, ensures further enhancement of driving pleasure in both the MINI 50 Mayfair and the MINI 50 Camden.

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 which has been present in the United States since 1975. Royce Motor Cars NA, LLC began distributing vehicles in 2003. The BMW Group in the United States has grown to include marketing, sales, and financial service organizations for the BMW brand of motor vehicles, including motorcycles, the MINI brand, and the Rolls-Royce brand of Motor Cars; DesignworksUSA, a strategic design consultancy in California; a technology office in Silicon Valley and various other operations throughout the country. BMW Manufacturing Co., LLC in South Carolina is part of BMW Group's global manufacturing network and is the exclusive manufacturing plant for all X5 Sports Activity Vehicles and X6 Sports Activity Coupes. The BMW Group sales organization is represented in the U.S. through networks of 338 BMW passenger car centers, 335 BMW Sports Activity Vehicle centers, 142 BMW motorcycle retailers, 86 MINI passenger car dealers, and 30 Rolls-Royce Motor Car dealers. BMW (US) Holding Corp., the BMW Group's sales headquarters for North America, is located in Woodcliff Lake, New Jersey.

Information about BMW Group products is available to consumers via the Internet at:
www.bmwgroupna.com
www.miniusanews.com

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www.press.bmwgroup.com/us.html. Broadcast quality video footage is available via The NewsMarket at www.thenewsmarket.com.

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