



For Release: **November 19, 2014**

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

Rob Duda
Peppercomm
908-347-1243
rduda@peppercomm.com

**MINI LOOKS TO FUTURE AS IT REDEFINES PREMIUM SMALL CAR MARKET
WITH NORTH AMERICA PREMIERE OF MINI HARDTOP 4 DOOR AT LOS
ANGELES INTERNATIONAL AUTO SHOW**

Classic Mini, MINI Hardtop 4 Door and MINI Superleggera™ Vision on display to showcase the past, present and what's next for iconic brand

Woodcliff Lake, NJ – November 19, 2014...The new [MINI Hardtop 4 Door](#) will make its North American premiere at the Los Angeles International Auto Show, with an intent to redefine what is expected from the premium small car segment. Originally showcased at the Paris Motor Show in September, the new four door model of the iconic MINI Hardtop will be shown for the first time in the United States at MINI's press conference at South Hall #503, November 19, 2014, 4:40 pm PT.

As if the presence of the MINI Hardtop 4 Door wasn't enough to draw a crowd in the city of angels, the stunning [MINI Superleggera Vision](#) roadster concept will also be on display for the first time in the U.S., along with a classic Mini. The three-car feature display will serve as a visual of the past, present and future vision for one of the world's most recognizable cars.

More MINI; More Possibilities.

Even with its four doors, seating for five and added cargo space, the new MINI Hardtop 4 Door maintains the dynamic character and go-kart handling of the 2 door model while adding functionality and interior space. The MINI Hardtop 4 door has more legroom in the rear, more shoulder space in the front and back and additional

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



Printed on Recycled Paper

cargo space compared to the 2 door model making it more practical for a family or owners just looking for more MINI.

“The new MINI Hardtop 4 Door gives us an opportunity to offer a functional car with all the classic MINI proportions and legendary go-kart handling of the MINI Hardtop 2 Door,” said Patrick McKenna, Head of MINI Product Planning and Events, MINI USA. “It will appeal to people who want the added flexibility and convenience of four doors and five seats while enjoying the smaller footprint of a premium small car.”

The MINI Hardtop 4 Door is the first four door MINI to be built on the shared front wheel drive global architecture with BMW Group and will be powered by the same three- and four-cylinder MINI TwinPower Turbo Technology engines found in the MINI Hardtop 2 Door model. The new MINI Hardtop 4 door goes on sale in January 2015 in the U.S. and is priced at \$1,000 USD above the equivalent MINI Hardtop 2 door.

MINI Superleggera Vision.

Forward looking design has always been a part of the inspiration behind MINI. The iconic classic Mini created by Alec Issigonis in 1959 was inspired by a design challenge and the new MINI Hardtop 4 Door is no different. Today, the past and future come together with the MINI Superleggera™ Vision. The stunning roadster concept combines the tradition of classic coachwork construction of Touring Superleggera™ with MINI’s authentic British styling to create timeless aesthetic appeal. First shown at Concorso d’Eleganza Villa d’Este 2014 in Milan, the MINI Superleggera™ Vision will serve as a visual centerpiece of the potential future of the brand. It is also the first time the sporty roadster concept will be shown in the U.S.

“The MINI Superleggera Vision creates a unique emotional beauty in combining the past and future of the automotive industry – traditional coachwork craftsmanship and modern design styling,” said Anders Warming, Head of MINI Design. “It’s energetic, minimalistic design perpetuates what the classic Mini started 55 years ago - reduction to the essentials.”

More with your MINI.

Also at the Los Angeles International Auto Show, MINI management will be presented with two Residual Value Awards for the MINI Hardtop and the MINI Countryman models by ALG, the analytics division of TrueCar, Inc. and the industry benchmark for projecting future vehicle values and depreciation data. The annual

ALG Residual Value Awards honor the vehicles and brands that are predicted to retain the highest percentage of their original price after a conventional three-year period.

MINI will also use the event to showcase the brand's newest integration with Spotify, one of the world's most popular streaming music services. Spotify will now be available in all MINI vehicles that feature the MINI Connected infotainment platform.

For more information including pictures, videos and technical information on the new [MINI Hardtop 4 Door](#) and the [MINI Superleggera Vision](#), please visit [MINIUSANEWS.com](#).

About MINI in the US

MINI is an independent brand of the BMW Group. In the United States, MINI USA operates as a business unit of BMW of North America, LLC, located in Woodcliff Lake, New Jersey and includes the marketing and sales organizations for the MINI brand. The MINI USA sales organization is represented in the U.S. through a network of 122 MINI passenger car dealers in 38 states. MINI USA began selling vehicles in the U.S. in 2002 with the introduction of the MINI Cooper and MINI Cooper S Hardtops. Since then, the MINI Brand in the U.S. has grown to encompass a model range of seven unique vehicles.

Journalist notes: Media information about MINI and its products is available to journalists on-line at [www.miniusanews.com](#).

Consumer information about MINI products is available via the internet at: [www.MINIUSA.com](#).