



DISCOVER
LIFE WITH MINI.





THINK BIG. THINK MINI.

Sir Alec Issigonis was the first person to think MINI. He had been commissioned to design a compact, fuel-efficient car with space for four adults. At which point, Sir Alec could have thought like everyone else. Few would have blamed him. But if he had, his creation would probably have been forgotten by now. Sir Alec chose to think MINI – he increased the track width as far as he could and mounted the engine transversely. This ensured maximum space, amongst other things, and also ensured fantastic handling. The car was launched in 1959 and was soon a hit as well as an automatic choice in the pantheon of British popular culture.

CHAMPIONSHIP MATERIAL.

John Cooper and his father built racing cars. They were simple, fast, and often built from military surplus left over from the war. John was known for thinking differently, and his original solutions would, over time, change motorsport from the ground up. John Cooper saw the potential in Sir Alec Issigonis' design, and added a bigger engine and more powerful brakes.

The result was the MINI Cooper 997 – a car that wiped the floor with the competition, including three wins at the Monte Carlo rally, rubbing the MINI's superiority in the face of the other drivers' prestige marques. John Cooper thought MINI.

We see our role today as preserving the legacy left to us by Sir Alec, John, and everyone else who has made MINI into the icon it is today. But at the same time, we must also make sure that every new generation of MINI is in perfect contemporary harmony. Nostalgia is a deadly sin – no matter how interesting our history may be. No, our role is to constantly shift the boundaries of what a modern car can be and do. Because only then will we live up to our heritage. Only then will we think MINI.

THE SPIRIT LIVES ON.

That is why today's MINI has more space, more powerful engines, and more stylish interiors than ever before. Along with a wealth of smart technical systems that make life with MINI safer, more fun, and more practical.

There are currently five different MINI models. They all build on the same fundamental approach, but look different and offer a different feel behind the wheel. From the classic original model, the MINI 3-door, to the innovative MINI Countryman Plug-in Hybrid. The model you choose is probably down to your current lifestyle. The fact that you're choosing a MINI is down to the fact that you're one of us.



MINI IS MORE THAN JUST A CAR.

The way we choose to travel affects many aspects of our lives. That's why we don't spend our days only thinking about how to build cars. We need to think bigger than that. Yes, of course we think about cars all the time – about how to make them better and what role they will play in the future. This has resulted in, amongst other things, our plug-in hybrid and the electric car that will go into production in 2019. We also spend a lot of time thinking about how our societies will look in the future, and how we can help shape them for the better. After all, being bold and thinking big is what got us here in the first place.

A SPIRITUAL HOME.

MINI's creator, Sir Alec Issigonis, set up a secret design office to develop the car that would break every contemporary trend in the automotive industry. He gave that office a name: Amalgamated Drawing Office, A/D/O. The approach that developed at A/D/O continues to inspire us at MINI to this day as we strive to create products and services that are relevant to all of us. Which is why it was only logical that our open design centre in Greenpoint, Brooklyn, was named A/D/O, as a tribute to Sir Alec Issigonis and his team. This is our base, from which we continue to serve the creative process and community, both locally and globally. Our goal, with A/D/O, is to strike a blow for new creative ideas and to create a meeting place for

pioneers from different backgrounds. A/D/O is also the headquarters of URBAN-X, our partnership with the Urban Us investment fund. URBAN-X supports new start-ups that use technology and design to shape the cities of tomorrow. And while URBAN-X may be based in Brooklyn, there are no geographical limits on who can apply for support. Those who are chosen receive professional help to develop their ideas, and up to USD 100,000 in investment support. Every project lasts for 5 months and ends with a demo day when the company is given the opportunity to present its idea to investors, public bodies, and potential customers. URBAN-X helps up to 20 start-up companies every year.

FRESH THINKING ON HOUSING.

MINI LIVING is another of our initiatives that is aimed towards investigating what happens if you apply our expertise to developing ideas about the cities of tomorrow and sustainable living. Which isn't really that surprising, when you consider that MINI has always been about using space as intelligently as possible. URBAN CABIN is one of the results of the project and one that has attracted considerable attention worldwide. It's a vision of an eco-friendly home in a small space and is currently travelling the world, visiting cities where it will hopefully provide inspiration and bring about change.



MINI COUNTRYMAN PLUG-IN HYBRID.

THE SILENT MINI.

Silence is truly a luxury these days. That's why cruising round in a MINI Countryman Plug-In Hybrid in the silent eDrive mode is such a premium experience. Let the sound of the tires on the tarmac become the new soundtrack to your day.

You can travel about 40 km on electricity alone. For many people that distance is more than enough to handle their daily drives. That's 40 km with zero CO₂ emissions. With no refuelling. With no fuss. The only thing you have to focus on is the pleasure of driving.

But there are other modes too. When the electric motor on the rear axle combines with the petrol engine at the front, you have a massive 224 hp at your disposal. All of which comes with superb road holding, whatever the conditions, thanks to the ALL4 all-wheel drive that comes as standard. All in all it will make your ride just as fun as it is friendly to the environment and to your wallet.

In every other respect, the MINI Countryman Plug-In Hybrid is very much like the regular MINI Countryman. In other words it's a car that is at home both on the high street and the back roads. It also has plenty of space for all your belongings, thanks to the smart luggage space that can hold a massive 405 litres of luggage. The rear seat can also be folded down to make more space for extra luggage and passengers in the rear seat.

To make your life even easier, the MINI Countryman Plug-In Hybrid always comes equipped with automatic transmission and navigation system as standard.





BUILT FOR ADVENTURE.

The MINI Countryman Plug-In Hybrid is an SAV, which stands for Sports Activity Vehicle. What we want to emphasise, through that name, is that the MINI Countryman Plug-In Hybrid is the perfect companion on all sorts of adventures. Particularly the sort that necessitate carting around large amounts of equipment and driving in challenging conditions.

FULL DISCLOSURE.

The central display shows the power distribution within the hybrid system at all times and gives you ongoing feedback on the energy efficiency of your driving. It also gives you full details of the battery status and how much range you have left. The MINI Countryman Plug-In Hybrid is not a car that keeps secrets.

IN CHARGE.

Most people would definitely prefer to charge than to refuel. Which actually isn't surprising when you think of the incredibly modest cost of achieving a "full tank" for your battery. And it's not hard to do, either. You'll find the charging port behind one of the car's indicators

and you can use it to charge your car in any outlet you like. It'll take between 2 and 8 hours, depending on the amperage of the electrical socket and the battery's level of charge when you start charging. Use any of the public charging stations that you will find along most roads and you'll charge considerably quicker than that. For efficient charging at home install one of our charging boxes. A smooth, fast and elegant way to charge your MINI Countryman Plug-In Hybrid.

IT'S IN THE DETAILS.

There isn't that much that distinguishes a MINI Countryman Plug-In Hybrid from a regular MINI Countryman. At least not on the outside. But if you take a closer look, the signs are there for all to see in the form of yellow accent details that indicate what lies under the attractive coachwork. You can also customise your car in a wide variety of ways too – the roof, the side view mirrors, the roof rails, the rims, stripes...



MINI 3-DOOR.

THE ULTRA-MODERN HEIR.

This was how it all began. A fast, compact car with three doors and a low profile. A low centre of gravity, a feisty look, and stunning handling. This is how it continues. With more space, ultra-modern technology, interesting engine choices, and loads of innovative ConnectedDrive services.

The MINI 3-door Hatch is a car tailor-made for a young generation of driving enthusiasts who are used to constantly being connected to the outside world. However, that doesn't mean that it won't appeal to a more mature audience who have been around long enough to spot true brilliance when they see it.

Although the design is unmistakably MINI, it is absolutely modern. This is definitely a future classic that stands totally on its own merits.

It has grown slightly since the previous version, and it makes maximum use of every single centimetre of interior space. The aim throughout has been to give you and your passengers an enjoyable trip and to make sure you have everything you need for your adventures.



IT'S ALL IN THE DETAILS.

Examine the MINI 3-door Hatch from any angle you like – you won't find a single detail that's there just for how it looks, or that's been put there randomly. Each part counts when it comes to building one of the most entertaining cars that money can buy.

ROYAL REAR LIGHTS.

MINI has a proud British heritage. It's no coincidence that the Union Jack has left its mark on the rear lights in the form of a two-part pattern. The surrounding chrome trim frames the picture and adds to the overall impression.

LUMINOUS TECHNOLOGY.

The MINI LED-matrix headlights ensure optimum illumination for maximum visibility and safety. A small camera in the rear view mirror detects oncoming traffic and can adapt the full high beam to keep maximum illumination possible without dazzling oncoming traffic. Which means you can relax and dazzle the outside world with your driving, not with your high beam.

VROOM OR VROOM?

The engine – along with the low centre of gravity and the broad wheelbase – is, of course, the source of the legendary driving feel. The MINI 3-door Hatch gets its fantastic power from a 1.5 or 2.0 litre MINI TwinPower turbo engine, with either 3 or 4 cylinders. It's an engine that's fast, hot-blooded, and fuel-efficient.

HOW'S IT GOING?

We don't know about you, but our moods change several times a day. Which is why we've made sure that the MINI 3-door Hatch can do that too. Feeling friendly? Turn on the fuel-saving GREEN mode to minimise emissions and coast when you ease off the throttle. Other times, you might be more inclined to choose the SPORT mode, with more responsive steering and more powerful acceleration.

MINI 5-DOOR. BIGGER, STILL MINI.

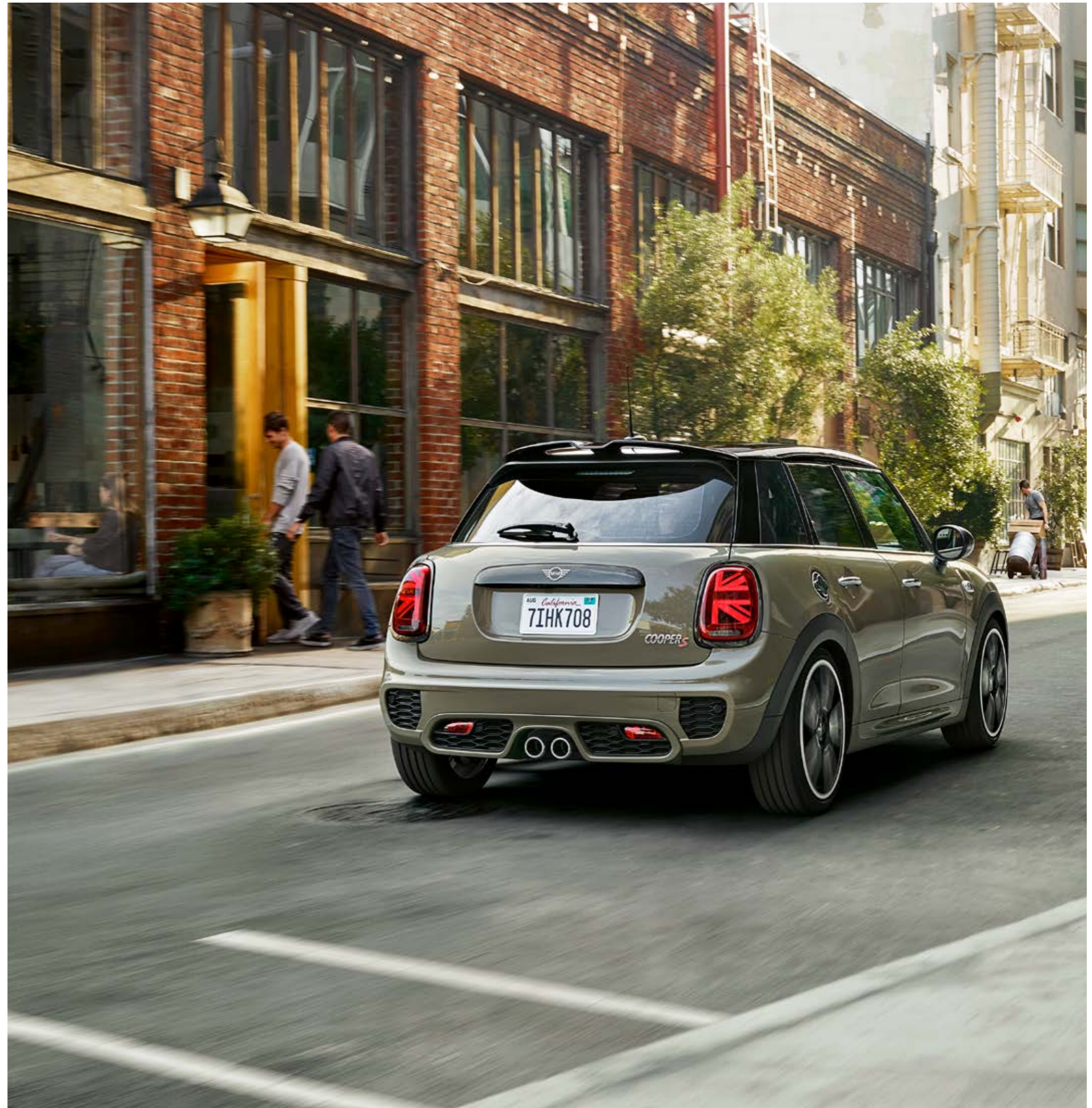
You know how it goes. Suddenly, one day, there are more of you round the breakfast table and you spend more time driving to a playground or football training pitch than to festivals.

There once was a time when family life and driving a MINI were two joys that were not easy to combine. That time is long gone. Allow us to introduce the MINI 5-door Hatch. A car with loads of extra room for when your life takes up more space.

Once seated you will discover a spacious cabin with comfortable seating for 5 people, with plenty of legroom both front and back. It's

16 cm longer than the MINI 3-door Hatch, and it really makes use of every single one of those extra centimetres to offer you a generous 941 litres of luggage space.

One thing's for sure: the MINI 5-door Hatch has just as much attitude, charm and breathtaking driving fun as its smaller relative.





SAME GO-KART FEELING.

“But wasn’t it the compact design that produced the great handling?” you might say. Don’t worry. It’s all about proportions. Thanks to the powerful, athletic design of the MINI 5-door Hatch, you’ll find that you can still take it round bends just as tightly as you’d expect from a MINI. It’s the carefully calculated proportions that make the handling just as superb as in the smaller model.

GET IN THE MOOD.

The MINI 5-door Hatch comes with our MINI Excitement Pack which includes mood lighting that lets you set the colour of the interior just the way you like it. Set it to match the surroundings as you drive, or create the ultimate cosy lighting to liven up a rainy Monday.

TIME TO CHANGE UP.

With the 7-speed dual clutch automatic gearbox, it’s up to you whether you want to change gear manually or enjoy driving automatically. Either way, the start/stop function makes sure that your fuel consumption and your emissions are reduced.

A GLOWING COMPANION.

There’s an LED ring around the central instrument panel in your MINI 5-door Hatch. It’s there to keep you company. A bit like an extra passenger. It glows brightly and changes colour when something’s happening. Like when you change the driving mode, for example, rev the engine, take a mobile phone call, or turn your music up.

GO-AHEAD INFORMATION.

The Head-Up Display on the MINI 5-door Hatch enables you to keep your eyes on the road at the same time as you’re shown the most important information. Information such as your speed, navigation instructions, and other data that allows you to concentrate on the road ahead.

MINI CABRIO.

EVERYTHING BUT LIMITS.

Get the lid off! Isn't it about time you let out all of those feelings that MINI arouses in you? Treat yourself to a MINI experience where the sky literally is the limit.

If you live in the sort of latitudes where you learn not to take the sun for granted, there's even more reason, in our opinion, to let it in and make it part of the whole driving experience.

You know how we go on about the special feeling of driving a MINI? The feeling of sitting close to the road and taking bends tightly, almost like in a gokart? Now just imagine doing that in total contact with everything around you! Imagine the smell of the sea and the dappled pattern of the

sunlight through the leaves of the trees. Or a street with the sounds of the city waking up and the smell of a bakery where the nightshift is working.

What you have there is the true, unfiltered MINI feeling. If the sun doesn't shine? Well, that's the time to enjoy the cosy, snug feeling that the soft-top brings.

We know a lot of people who love to drive the MINI Cabrio throughout the year. And why wouldn't you?





SHAPESHIFTER.

Every car enthusiast knows the traditional dilemma when it comes to convertibles and design – getting them to look as attractive with the roof up as when it’s down. We are proud to announce that we have solved the problem! The MINI Cabrio looks just as good with a roof as without. In fact, it can actually be quite hard deciding which look to go for.

GONE IN 18 SECONDS.

The MINI Cabrio roof is not like other soft-tops. The silent, intelligent and fully electric roof folding system has three modes: “up”, “down”, or “sunroof”. The entire opening and closing process takes just 18 seconds and can be done at speeds of up to 30 km/h! You can also opt for a “MINI Yours” soft-top featuring a unique, woven, Union Jack design.

TAKE THE LOAD OFF.

The MINI Cabrio actually has a perfectly decent amount of luggage space. Plus we’ve added a really neat feature. You can fold down the parcel shelf in the luggage space to make it easier to store heavy or bulky items in the boot.

So there’s no reason at all to leave your MINI Cabrio at home when it’s time for the weekly shop. The luggage space varies between 160 and 215 litres, depending on whether you have the soft-top up or down. You can also fold down the rear seat to get even more space for whatever you’re carrying.

BEAT YOUR PERSONAL BEST.

The Always Open Timer shows you the total amount of time you have spent driving with the top down, relatively to the total amount of time spent driving, and whether it has been a sunny and warm season. Which means you can finally answer the question of who – you or your friend – has racked up more sunny hours and wind in your hair!



MINI CLUBMAN.

JOIN OUR CLUB.

Is it an estate car? Well, that depends on how you look at it. The MINI Clubman has 360 litres of luggage space easily accessible through the double rear doors. The cabin is generously proportioned to seat fully grown adults in comfort, both front and back. The back seat can be folded down in a 40:20:40 configuration to enable back seat passengers to share their space in comfort with bulky loads.

The MINI Clubman is a car that isn't easily categorised. It offers the space and comfort of an estate car. Yet, with its turbocharged engine and three distinct suspension settings it is also a car that is very entertaining on the motorway.

It's also a car that offers a luxurious and comfortable feel, with expensive materials, classic design, and

quality down to the tiniest detail. A feel that almost makes you want to kick off your shoes before you get in.

Last but not least, it's a MINI. To the core. It's fun to drive, it has attitude, and it's different. Welcome to a club where even the most stubborn individualists will feel at home!



THE OPEN DOOR CLUB.

With the Comfort Access feature, you can open the split rear doors simply by placing your foot under the rear bumper. And bingo! You have full access to the luggage space without having to use your hands!

SPACE FOR AESTHETES.

The interior of the MINI Clubman has been carefully redesigned, and no effort has been spared in creating a snug and luxurious feel. The discreetly lit door panels that form part of the MINI Excitement package accentuate the mood, not disturb it, and can be set in twelve different colours.

DRIVEN BY INTELLIGENCE.

The MINI Clubman is available with ALL4 all-wheel drive which automatically makes sure that the power is distributed where it is most needed – enabling you to conquer even the most challenging road surface. Which ensures that you can always make an elegant entrance, even if your destination is well and truly off the beaten track.

WELCOME HOME.

The unexpected small details and smart solutions in the MINI Clubman might seem insignificant. Like the MINI logo that is projected onto the ground by a beam of light, welcoming you to your rolling living room. But as you know, it's the little details that matter. In this case, the sum of the little details is a feeling of deep satisfaction.

HAVE A SEAT!

As you might expect, the seating experience in the MINI Clubman is top of the range. The seats provide precisely the right amount of support without feeling too firm. Electrically controlled seats with a memory function are also available, if that's your preference. There are, of course, a wide range of upholsteries from which to choose. Sporty, discreet, or maybe with an embossed British flag.

MINI COUNTRYMAN. THE MINI EXPLORER.

The majority of British adventure writers tended to prefer sitting at home in front of the fire, writing about their exotic adventures. But that was long before MINI Countryman.

The MINI Countryman is a car that inspires you to be adventurous at the same time as it spoils you with comfort and performance on your journey, whether that's to the nearest library or out into unknown terrain.

Everyone onboard can feel safe and secure during the journey, thanks to the five star Euro Ncap safety rating and the fact that the driver has full

control of the situation at all times, due to the high seating position and the smart, touch function screen that gives the driver all the information needed for a safe drive. The active ALL4 all-wheel drive continuously monitors your journey and distributes the power where it is most needed at any given time to ensure good road holding, whatever the terrain.





A LOT IN STORE.

The luggage space in the MINI Countryman is flexible to suit the changes in your life: the load-compartment floor folds away and the rear backrests fold down in a 40:20:40 split. The rear seat bench slides forward to provide even more room, and splits in a 40:60 arrangement. The luggage compartment also comes with extra LED lights and a 12-volt socket – perfect for powering a cooler.

FOR FUN AND SAFETY.

The ALL4 all-wheel drive in the MINI Countryman is an intelligent system that maximises traction on virtually any surface by distributing power to where it's needed the most. That all means supreme traction, maximum stability and even more fun cruising around corners.

THE POWER OF LOVE.

You can choose from three turbocharged petrol engines, or go for a cutting-edge plug-in hybrid with 6-speed Steptronic transmission and electronic ALL4 all-wheel drive. All engines use the powerful and efficient MINI Twin Power Turbo technology.

AN EXTRA BACK SEAT.

The MINI Countryman will easily take you where the view is spectacular. Why not stop for a minute and enjoy the moment? Simply fold down the built-in bench above the rear bumper and you have a convenient place for two to sit. Perfect for a coffee break en route to your great adventure!





MINI UNLEASHED.

MINI has always been a car whose bite was considerably worse than its bark. But it was the motorsport legend, John Cooper, who woke the slumbering beast within the MINI when he created the Mini Cooper 997 racing machine in the early 1960s.

In honour of John Cooper, only our fastest and most uncompromising cars bear the name, John Cooper Works. With their optimised settings and turbo-powered engines

of 231 hp, every John Cooper Works model is just as much at home on the race track as it is on the motorway. This is MINI in its most fractious mood!



THE ULTIMATE MINI.

We have, more or less, done exactly what John Cooper did back in the day. We've taken MINI cars direct from the production line and, in simple terms, made them as fast and as much fun as possible.

The MINI TwinPower Turbo engine with 231 hp is the beating heart of the MINI John Cooper Works cars. The maximum torque of 320 Nm, for example, gives the MINI John Cooper Works 3-door an acceleration from 0–100 km/h of 6.3 seconds.

The JCW cars have also been upgraded with specially designed components to ensure that the road holding and feel match the increased power. But it's not just by the sound that you'll notice that this is a JCW. It's also from the fact that they have all been fitted with a range of exclusive interior and exterior details that speak of its fine heritage.

HANDPICKED ATTITUDE.

For those of you who'd like to add that "John Cooper Works feel" to your existing MINI, we've developed a whole string of different John Cooper Works accessories – everything from side sills, indicators, and other design features to rims, sport brakes and sports suspensions that give your MINI the driving characteristics that would make John Cooper himself nod in approval.



THREE SHADES OF MINI.

Much of the delight in having a new MINI comes from the knowledge that it is equipped to be the perfect match for you and your lifestyle. To make things easier, we've divided our equipment into three different package levels: Essential, Experience and Maximise.



Even our entry level cars are generously equipped, but if you're as interested in intelligent solutions as we are, there's a lot to discover in the upper levels too. Please note that the equipment differs between the different models. You'll find detailed information on precisely what equipment is included in each package on our website or from your MINI dealership.

ESSENTIAL.

Adding the "Essential" equipment level makes your MINI more personal and gives you loads of equipment, such as LED lights, on-board computers, rain sensors, sport leather steering wheel and Connected media with a touchscreen.

EXPERIENCE.

The "Experience" equipment level includes equipment that gives your MINI an even sportier and more individual feel. It includes all of the equipment in the

"Essential" package, along with additional intelligent and aesthetically appealing functions such as sport seats, upgraded lightweight metal rims, PDC front and rear, Parking Assist, comfort access and automatic anti-dazzle rear view mirror.

MAXIMISE.

The "Maximise" package gives you a MINI with extra everything – a MINI jam-packed with equipment that gets you seen and technology that increases safety and improves communication. Not only do you get all of the equipment from both the "Essential" and the "Experience" packages, the "Maximise" package also includes adaptive matrix LED headlights, MINI Navigation with MINI Connected and an 8.8" screen, a Head-Up Display, a rear-view camera, Harman Kardon speakers, adaptive cruise control, the MINI Driving Assistant and electrically folding wing mirrors.

HOW MINI CAN YOU GET?



If you'd like to customise your MINI to make it the perfect match for you and your lifestyle, we have a wealth of optional extra equipment from which to choose. Maybe you'd like to add a detail or two to make your MINI stand out from the crowd even more than it already does? You could, for example, choose from a wide range of themes based on the Union Jack – the British flag – that we use to mark the MINI's unique position as a cultural icon.

Or maybe you need to equip your car so it's the perfect partner for you on all your adventures?



We have a wealth of smart solutions for those of you who like taking your bike or other equipment along. With accessories from John Cooper Works you can transform your MINI into a real racing car in a direct line of descent from the Mini Cooper 997 – the car that ruled the race tracks of the 1960s.

View your MINI as the perfect canvas on which you can express yourself. Because it's entirely up to you just how personal, practical, smart and tough your MINI can be.

EXTRA EQUIPMENT FOR LIFE.



Sadly, there are times when you have to step out of your MINI. But don't worry: the MINI Collection is packed with clothing, products and practical tools all of which radiate exactly the same inventiveness, humour, and quality as the iconic car that has won so many hearts since 1959.

So put on your MINI t-shirt, pour your morning brew from a proper, English MINI teapot, glance at your MINI watch, take a firm hold of your MINI bag, and head on out into the everyday world. Just don't be surprised by the smiles and discreet nods you'll get during the day. The MINI resistance movement, which believes in a more fun environment for all, has members in the most unexpected places.

FINANCING THAT'S AS SMART AS YOUR CAR.



Driving a MINI should be easy, whether you choose to buy or to lease privately. If you decide to buy your MINI, we'll help you all the way. From a rapid credit decision while you're still in the car showroom to a customised solution with monthly payments and a balance that is fully adjusted in line with the way you intend to use your car.

We're also happy, if that's what you want, to bring everything under a single umbrella – the car, the financing and perhaps even the insurance. Because why make life difficult? Finance through us and we'll always make sure to include loan protection insurance, free of charge, for the first three months. It's our way of giving you that little bit of extra security when you buy a car. After three months, it's up to you whether you want to extend your loan protection insurance.



PRIVATE LEASE MINI TO GO.



More and more people are choosing the MINI TO GO private leasing scheme for their MINIs. Simply decide which MINI you want, what equipment you want to be included, and what sort of distance you want to drive every month.

Then you lease the MINI from us for a fixed sum every month. When the contract period expires, you simply hand your MINI back, with no additional costs, provided that you've taken care of the car and not driven more than the agreed distance. At which point you can, if you want, simply choose a new car and start a new leasing period. Piece of cake!



MINI@WORK.

Say "no" to driving a boring company car! A MINI is a brilliant colleague, whatever model you choose – not least thanks to all of the smart, connected services that allow you to have ticked off some of your day's work by the time you roll into the office carpark!

Let the irresistible MINI feel come with you to work and let your colleagues look out of the window at the office carpark and savour the sight of a car that can brighten up the greyest of Mondays.

You can rest assured that our turnkey solution for businesses is both simple and value for money. The focus is on offering you a solution that doesn't take up your valuable time, allowing you to focus on the things that take you and your company forward. In other words – there's nothing you need to think about – because we've already done it.



MINI CONNECTED.

Remember when the only thing you used a car for was to get from point A to point B? Those days are gone! At MINI, we think it's high time to start expecting a bit more of our cars. They should at least be able to understand what we say, tell us where to find a good burger joint, and give you up to date traffic information. That's why we created MINI Connected. We think it's time for you and your car to have a serious chat.

HANDS ON THE WHEEL.

You can always connect your smartphone to your MINI's sound system so you can make and take calls safely without letting go of the wheel, and stream your favourite playlist. But that's just the start of it. Depending on the equipment level you choose, you can decide to unlock a whole world of smart, useful functions.

The MINI Connected app can help you remotely control your MINI, so you can ask it to tell you where it is in the overfull parking garage by sounding its horn or blinking its lights. You can also check your windows and doors, lock and unlock doors, and turn on the heating remotely so the car is nice and warm when you get in.

FIND THE NEAREST CHARGING STATION.

There is a whole string of smart services you can make use of during your journey for information and entertainment purposes. When the time has come for a break, they can help you find your nearest petrol station, or charging station, if you're sitting in a MINI Countryman Plug-In Hybrid. You can also get up to date weather reports.

A PERSONAL ASSISTANT.

All MINIs with navigation systems can be upgraded with a 24-hour concierge service that allows you to contact our permanently staffed help centre that can help you with pretty much anything – like finding a vacant hotel room, a pharmacy that's open at night, or the departure time of a flight that will get you to that important meeting on time. The help centre can then send you precise navigation instructions directly to your MINI's navigation system. MINIs have always been easy to love. Now they're easy to talk to, too!



MINI YOURS CUSTOMISED.

MINIs are different, right from the start. With the extensive range of accessories we offer, they can become even more personal. The fact is that we don't even stop there. MINI Yours Customised allows you to get totally unique, 3D-printed components for your car that you have designed yourself – just the way you want them. The whole thing is both really simple and really advanced. You use your smartphone or computer to choose a design and a unique message that is then manufactured precisely to your specifications and sent to your home.

The components that you can design yourself include the front indicators, the decor panel on the front passenger side, and the door sill. You can even design a personal logo that an LED projects onto the street to welcome you to your MINI. This is a great opportunity to unleash your inner designer!





MINI NEXT.

A NEW MINI DOESN'T NECESSARILY HAVE TO BE NEW.

Everyone has the right to experience the fun of driving a MINI. Maybe you feel that the best option for you right now is to buy a used car. And why not? We build cars that can be driven for miles and miles by several owners with no problems at all. Just don't buy it from anyone. Buy one from us!

We've created MINI NEXT to ensure you can buy a used MINI and still feel 100% secure in your purchase. MINI NEXT is our programme for hand-picked, used cars that are a maximum of five years old. Their previous owners have taken superb care of them, serviced them regularly using original MINI spare parts, and have been thoroughly checked. Because we want you to feel absolutely confident that you can enjoy your car for many years to come. Since every MINI NEXT car has been checked so carefully by our specialists, you always get a 12-month guarantee when you buy your car from us.

If, against all odds your MINI NEXT suffers a technical fault, MINI Mobile Service is, of course, at your disposal 24 hours/day, 365 days of the year.

If necessary, we'll send a recovery truck that will help you on-site or make sure that your MINI gets to a workshop. We'll bear the excess for towing and, if necessary, offer you both transportation and overnight accommodation.

If for some reason your MINI NEXT car doesn't live up to your expectations, you have a week to change your mind. At which point you can simply exchange it for another car that costs the same or more. Because we're not happy until you're happy. Plus you get a massive two years' free service deal if you use MINI Financial Services to finance your purchase.

THIS IS MINI NEXT

The car is no more than five years old or has covered no more than 120,000 km.

It has been carefully inspected by experts.

A 12-month guarantee is always included.

MINI Mobile Service is included, free of charge.

You have a one-week cooling-off period.

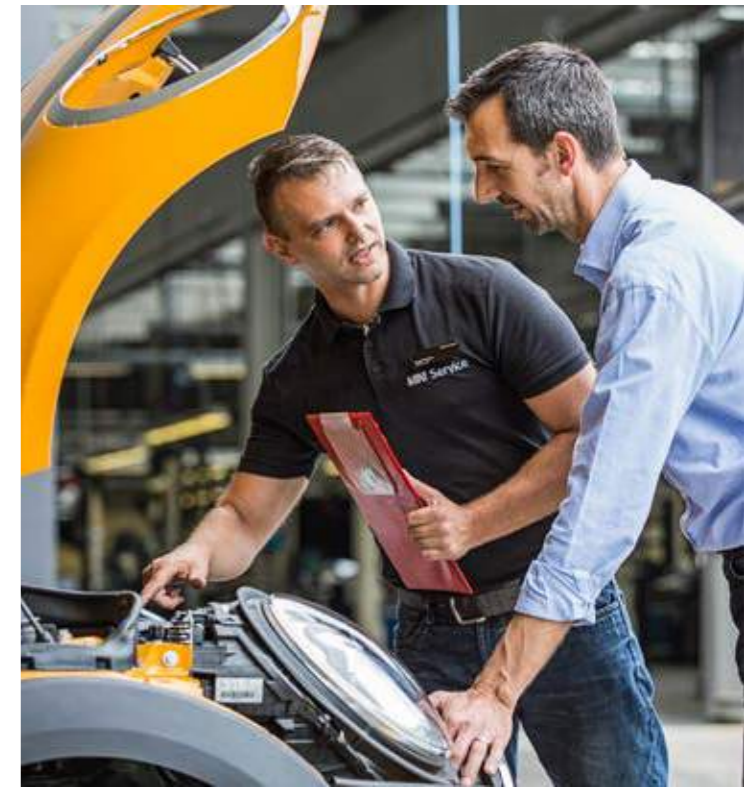
Free servicing for two years if you finance the purchase through us.

AT YOUR SERVICE.

FREE SERVICE FOR THREE YEARS OR 60,000 KM.

If you've just bought a new car, the last thing you need to worry about are maintenance costs. Or that's how we see it. Which is why your new MINI comes with MINI Free Service for the first three years or 60,000 km. Which means you get a regular service from your authorised MINI franchise or service centre at absolutely no charge at all.

Keeping track of service intervals is another thing you don't have to worry about. Because we don't use them. Service intervals only work if everyone drives exactly the same way. What our MINIs do instead is monitor how they feel. Your MINI will, for example, continuously check the condition of its brake pads and discs, and its fluids such as engine oil and brake fluid. Your MINI then uses this data to calculate for itself when it's time for a service or maintenance and makes sure you get a reminder in good time. The information is also all stored in your MINI key so that the experts at your MINI Service Partner know exactly what kind of service work is due when you and your MINI come in.



In the unlikely event that you and your MINI are left standing by the road somewhere, you can rest assured that thanks to MINI Mobile Care, you won't need to stand there for long. MINI Mobile Care is our mobility service that provides you with Europe-wide assistance completely free of charge. It's valid for five years after your MINI was first registered provided that this happened after 1 January 2006. When you drive a MINI, you should have fun – and it's fun to feel secure!



MINI FUN FACTS.

CHARGED AND LOADED.

The MINI Countryman Plug-In Hybrid always comes with ALL4 all-wheel drive, an automatic transmission, and a navigation system as standard.

ELECTRIFYING NEWS.

Our first totally electric car is just around the corner. It will be launched in 2019.

UP FOR THE JOB.

The MINI Clubman and MINI Countryman have a towing weight limit of up to 1,800 kg. (This does not apply to the MINI Countryman Plug-In Hybrid.)

HAVE IT YOUR WAY.

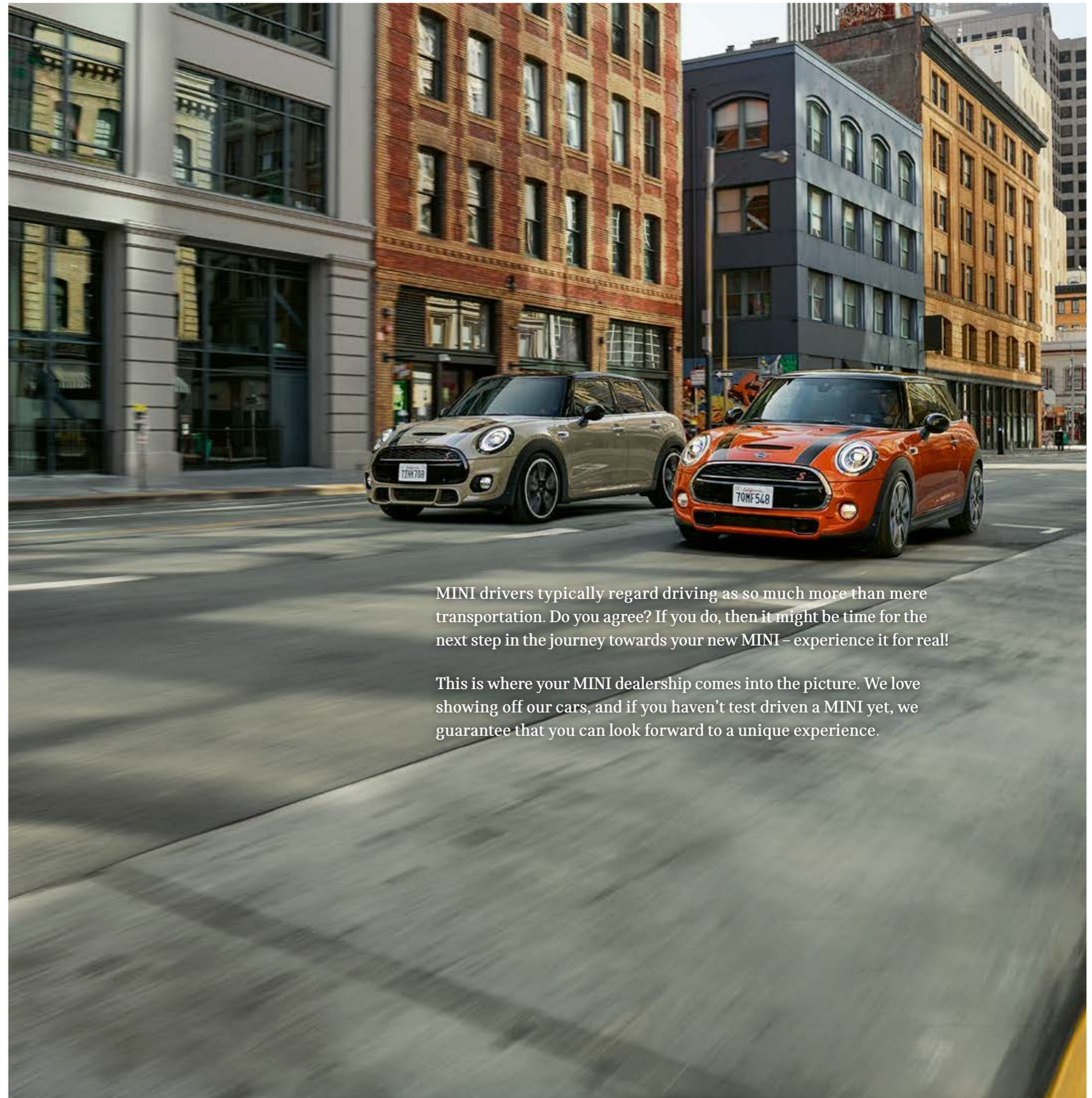
You can always choose the colour of your MINI at no extra cost. (This does not apply to Lapis Luxury Blue, which costs extra.)

FUN FOR THE FAMILY.

You can fit three children's seats in all of our models, no problem. Thanks to our front and rear ISOFIX attachments, it's really easy to fit them.

SHARE YOUR ADVENTURES.

The MINI community is full of interesting people that share a passion for driving, fun and adventure. #LifeWithMINI is where you get to meet them and share their stories. We know that they will love to get a glimpse of your MINI experience as well!



MINI drivers typically regard driving as so much more than mere transportation. Do you agree? If you do, then it might be time for the next step in the journey towards your new MINI – experience it for real!

This is where your MINI dealership comes into the picture. We love showing off our cars, and if you haven't test driven a MINI yet, we guarantee that you can look forward to a unique experience.



All models come with MINI Free Service for 3 years or 60,000 km. Printing errors reserved. The models shown in this brochure may feature optional equipment.