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September 2014

MINI 5-DOOR HATCH: MORE MINI, MORE POSSIBILITIES

Improved rear legroom, practical third seat and larger boot all come as standard on first-ever 5-Door MINI Hatch

- Wheelbase increased by 72mm; boot space up by 67 litres
- Price premium over MINI 3-Door Hatch is just £600
- Residual value experts say MINI is 'class-leading'
- Significant new opportunity in the corporate sector
- Introduction of new Cooper SD engine variant with 360Nm
- Built at MINI Plant Oxford, priced from £14,350

Just six months after introducing the new MINI 3-Door Hatch to the UK, the much-loved British brand is launching another exciting model – the all-new MINI 5-Door Hatch.

An entirely new body style for the range, MINI's signature exterior design language has been authentically adapted for the new model. The two rear doors enhance its versatility and, coupled with increased interior space, its appeal to a fresh group of customers who will further expand the MINI family.

This second body variant of the new MINI features a characteristically sporty profile. The wheelbase is 72 millimetres longer than the MINI 3-Door Hatch, and all of the extra length has been used to create more cabin space. The

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practical new body style allows for the inclusion of a central rear seat, making the car a true five-seater.

Usability has also improved at the rear, with a boot that's bigger than ever. At 278 litres – 67 litres more than the MINI 3-Door Hatch – the car features a 60:40 split folding rear seat.

The MINI 5-Door Hatch will be available in six model variants with the choice of both petrol and diesel engines, featuring MINI's innovative TwinPower Turbo Technology. A slick-shifting six-speed manual transmission is fitted as standard across the range, with a six-speed Steptronic transmission available as an option. Combined cycle CO2 emissions start at just 92 g/km.

Illustrating the great value of the MINI 5-Door Hatch, prices start at £14,350. This means the car is just £600 more than the equivalent MINI 3-Door Hatch.

MINI One 5-Door Hatch	£14,350
MINI One D 5-Door Hatch	£15,490
MINI Cooper 5-Door Hatch	£15,900
MINI Cooper D 5-Door Hatch	£17,050
MINI Cooper S 5-Door Hatch	£19,255
MINI Cooper SD 5-Door Hatch	£20,050

When you also consider the class-leading residual values that the New MINI offers buyers, the premium compact Hatch becomes a seriously compelling purchase proposition.

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The car is available in 13 vibrant exterior paint finishes, with a huge range of personalisation options. The MINI 5-Door Hatch is officially on sale at dealerships from 25th October.

MINI 5-Door Hatch: in detail

Signalling the start of an exciting new chapter in the brand's success story, the eagerly anticipated MINI 5-Door Hatch has arrived. Featuring instantly recognisable design cues, it's the second distinctive body variant in the all-new third generation MINI family. The popular premium brand is offering a five-door model in the small car segment for the first time in its history.

The body of the new MINI 5-Door Hatch is 3,982 millimetres long (MINI Cooper S 5-Door Hatch and MINI Cooper SD 5-Door Hatch: 4,005 millimetres), 1,727 millimetres wide and 1,425 millimetres tall. This makes the MINI 5-Door Hatch 161 millimetres longer and 11 millimetres taller than its sibling. The width remains the same. The wheelbase has been extended by 72 millimetres to 2,567 millimetres, while the track is identical.

Dimensions

Length - 3,982mm	Width - 1,727mm	Height - 1,425mm	Wheelbase - 2,567mm
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A striking exterior design: the same but different

The functional qualities of the new MINI 5-Door Hatch are reflected in the clarity of its exterior design. The unique roof line and visual emphasis on the

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rear section highlights its extended length, while the increased overall height has improved passenger headroom. Characteristic MINI proportions ensure a compact and powerful appearance which underscores the car's dynamic agility – often referred to as the brand's trademark 'go-kart handling'.

The wide track, short overhangs and window graphic that tapers visually to the rear all contribute towards creating a dynamic 3D wedge shape. An athletic stature is aided by a striking sill line between the front and rear wheel arches. Traditional design features include the seamless hexagonal contour of the radiator grille, the side indicator surrounds known as 'side scuttles', the circular headlights, the upright rear light clusters and the black periphery around the bottom edge of the body. The contours of the headlamps, rear lights and wheel arches are emphasised by means of precise edging.

On the MINI One 5-Door Hatch and MINI One D 5-Door Hatch, the ribs of the radiator grille are finished in high gloss black. The bumper trim, integrated into the radiator grille and also acting as a number plate carrier, is finished in grained black, as are the tailgate handle and exterior mirror caps. The MINI Cooper 5-Door Hatch and MINI Cooper D 5-Door Hatch are fitted with a bumper trim in high-gloss black and exterior mirror caps in the body colour. Their radiator grille ribs and tailgate handle are White Aluminium, while the exhaust tailpipe has a chrome cover.

The MINI Cooper S 5-Door Hatch and MINI Cooper SD 5-Door Hatch feature a honeycomb pattern radiator grille, anthracite bumper trim, additional air intake in the bonnet, brake air ducts integrated into the lower air inlet and a

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separate rear apron with exhaust tailpipes arranged at the centre. These model variants also bear a red 'S' logo with a chrome border.

LED headlamps with adaptive light distribution, LED indicators and LED fog lamps are unique features within the segment. The new MINI 5-Door Hatch is the first car in its competitive category to offer the option of LED headlights. The bright white units provide the light source for both low and high beam. They are surrounded by an LED daylight driving ring, the lower section of which reaches down to the white turn indicators. The optional fog lamps are available in halogen, or with LED technology in conjunction with LED headlights. Cars fitted with LED headlights also have LED rear clusters.

The range of exterior paint finishes consists of four solid and nine metallic colours. New to the range is the MINI Yours paint finish called Lapisluxury Blue. The roof and exterior mirror caps can be finished in a contrasting colour – white or black – as a no-cost option.

An authentic MINI interior from dash to boot

The MINI 5-Door Hatch sets new standards within its competitive segment in terms of legroom, headroom and boot volume. Rear legroom has been increased by 72 millimetres, there are 15 millimetres more headroom and 61 millimetres extra interior width at elbow height. There are now three distinct seats in the rear, making the car a genuine five-seater.

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The horizontal structure of the cockpit and the circular and elliptical contours of central features – the air vents, instruments and door trim – are among the classic MINI design elements. The dial cluster on the steering column displays road speed, engine speed and fuel supply, while the speedometer scale includes a colour panel for Check Control messages, vehicle status displays and visual indicators relating to driver assistance systems currently activated.

As soon as the key is inside the car, the engine can be started by pressing the toggle-type start/stop switch located in the middle of the centre console, which lights up red. Above it are the three circular control switches for heating and air conditioning. The operating switches for the headlamps and fog lights are located on the instrument cluster next to the steering wheel.

The central instrument display provides wide-ranging functionality. Depending on the car's fittings, the centrepiece of its interior serves as a four-line TFT display or a colour screen of up to 8.8 inches in size. It provides operating feedback for vehicle functions, air conditioning, infotainment, communication, navigation maps and route directions as well as the special graphics for MINI Connected Services. The selection and control of these functions is via a Controller in the centre console which comes in conjunction with the Radio MINI Visual Boost, the MINI navigation system or the MINI navigation system Professional.

This innovative display and operating concept is supported by a lighting design which is unique to MINI. LED units around the outer edge of the

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circular instrument – optionally available in six colours – can respond to specific operating procedures according to driver preference.

At 278 litres – 67 litres more than the MINI 3-Door Hatch – the newcomer's boot is both generous and highly practical. With a rear seat back that splits 60:40 and fold down to create additional space, the luggage compartment volume can be expanded up to 941 litres. Rear seats can also be angled more steeply so as to create extra luggage space. An optional storage package is available, and includes a luggage compartment floor which can be positioned at various heights for versatile load-carrying.

Seats in a fabric/leather combination and leather finish are offered as an alternative to standard fabric. The MINI Cooper S 5-Door Hatch and the MINI Cooper SD 5-Door Hatch are fitted with sport seats as standard and these are available as an option for other variants. Optional leather lounge seats offer top-quality upholstery for the highest level of seating comfort.

In typical MINI fashion, a high level of interior customisation is possible via a model-specific selection of upholstery colours, interior surfaces, Colour Lines and other design features. These include a Chrome Line, LED lighting package and orange-coloured ambient lighting. Numerous other MINI Yours programme features are also available.

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Powerful engines with MINI TwinPower Turbo Technology

At the launch of the MINI 5-Door Hatch there are six model variants, three petrol and three diesel. All engines are from BMW Group's latest generation of three and four-cylinder units.

Petrol engines include turbocharging, direct injection with centrally located injectors and variable camshaft control on the intake and exhaust side. Units in the MINI Cooper 5-Door Hatch and MINI Cooper S 5-Door Hatch are fitted with VALVETRONIC fully variable valve control, as patented by BMW Group. In the diesel engines of the MINI One D 5-Door Hatch, the MINI Cooper D 5-Door Hatch and the MINI Cooper SD 5-Door Hatch, MINI TwinPower Turbo Technology is standard. This advanced innovation consists of a turbocharger with variable turbine geometry and the latest generation of common-rail direct injection. It means increased injection pressure as compared to the predecessor engines, a particularly high-precision fuel dosage and clean combustion.

In combination with extensive MINIMALISM technology, the new engine technology ensures an outstanding balance between driving fun and fuel consumption. All engine variants meet EU6 exhaust emission standard.

The new MINI 5-Door Hatch comes with highly efficient manual and automatic transmissions. A six-speed manual transmission is fitted as standard, and is characterised by low weight and outstanding shift comfort. An optional six-speed Steptronic transmission is available for all model

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variants except for the MINI One D 5-Door Hatch. It offers both automatic and manual changes in Drive position using the gear selector switch.

In conjunction with the MINI navigation system, the Steptronic transmission is able to take account of the route profile in controlling gear shifts. Based on navigation data, the appropriate drive position is selected to match the imminent situation on the road ahead.

Technical data

Model	Engine	Power (hp)	Torque (Nm)	0-62mph (sec)	Consumption (mpg combined)
One	1.2, 3cyl	102	180	10.1 (M) 10.5 (A)	58.9 (M) 57.6 (A)
One D	1.5, 3cyl	95	220	11.4 (M) N/A	80.7 (M) N/A
Cooper	1.5, 3cyl	136	220	8.2 (M) 8.1 (A)	60.1 (M) 58.9 (A)
Cooper D	1.5, 3cyl	116	270	9.4 (M) 9.5 (A)	78.5 (M) 74.3 (A)
Cooper S	2.0, 4cyl	192	280	6.9 (M) 6.8 (A)	47.9 (M) 52.3 (A)
Cooper SD	2.0, 4cyl	170	360	7.4 (M) 7.3 (A)	68.9 (M) 68.9 (A)

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Packed with advanced engineering

The MINIMALISM technology which comes as standard includes automatic engine start/stop, shift point display function, brake energy recuperation and needs-oriented control of the fuel pump, coolant pump and other ancillary units. An optimised pre-heating process achieves a 50 per cent reduction in the energy required to start the diesel engines.

The MINI Driving Modes option provides an excellent basis for fuel efficient motoring. A rotary switch at the base of the gear or selector lever is used to activate either the default MID mode, SPORT mode or GREEN mode. In SPORT, the accelerator pedal and steering are switched to a more performance-oriented set-up, as are the shift times in cars fitted with the Steptronic transmission). In GREEN mode, a more relaxed and fuel-efficient driving style is supported by intelligent control of energy and climate management, as well as by systems such as shift point display.

The new car's suspension retains the well-established principle of the single-joint spring strut axle at the front and multi-link rear axle – unique in the segment. Every component has been optimised in terms of material selection and geometry. The set-up of the wheel suspension, body mounting, vehicle suspension, damping, steering and brakes has been modified for the car and takes account of the high level of engine power, front-wheel drive transmission, transversely mounted engine, low centre of gravity, short overhangs, wide track and rigid body structure.

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In the electromechanical power steering, torque steer compensation prevents self-steering tendencies caused by differing degrees of torque at the drive wheels. Steering precision is also guaranteed when it comes to sudden avoidance manoeuvres and during enthusiastic cornering. Standard features also include the Servotronic speed-related steering assistance system.

In addition to anti-lock brakes (ABS), electronic brake force distribution (EBD), Cornering Brake Control (CBC), and the brake assistant, the Dynamic Stability Control (DSC) in the new MINI 5-Door Hatch includes a drive-off assistant, a brake-dry function, fading brake support and Dynamic Traction Control (DTC). This latter technology permits controlled slip at the drive wheels to help when driving off on loose sand or deep snow.

When the driving stability system is deactivated (DSC Off mode), there is an electronic locking function for the front axle differential which selectively and appropriately brakes a spinning drive wheel on tight corners, redirecting the drive torque to the other wheel. This system, known as Electronic Differential Lock Control (EDLC), promotes the car's forward momentum without negatively influencing a self-steering response.

Forged light alloy wheels are fitted from Cooper models upwards in the range and have a particularly low weight as well as favourable aerodynamic properties. Rim sizes between 15 and 18 inches are available depending on model. Tyres with emergency running properties (run-flats) are an option.

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The standard safety features of the new MINI 5-Door Hatch include front and side airbags, plus front and rear curtain airbags. All seats are fitted with three-point seat belts and there are belt tensioners and belt force limiters in the front. ISOFIX child seat mountings are provided at the rear and are also standard on the front passenger seat in conjunction with passenger airbag deactivation.

There are numerous driver assistance systems available for the new MINI 5-Door Hatch. These include the MINI Head-Up-Display, as well as Driving Assistant – a camera-based cruise control and distance control function which automatically maintains a distance from the vehicle ahead, as well as a collision and pedestrian warning system with initial brake function.

Desirable features for comfort, functionality and style

The standard specification on the new MINI includes a six-speed manual transmission, front and rear electric windows, electrically adjustable exterior mirrors, air-conditioning, door sill cover strips with a model-specific inscription, front fog lamps, onboard computer, MINI Radio including aux-in, USB interface and Bluetooth, DAB Digital Radio and front ISOFIX with passenger airbag deactivation. These can be supplemented with a range of high-quality comfort, functionality and individualisation options. These include dual-zone automatic air conditioning, seat heating for driver and front passenger, a panorama glass roof, a visibility package including windscreen heating, rain sensor and automatic light control, a Harman/Kardon hi-fi

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speaker system and a sports leather steering wheel (standard in the MINI Cooper S 5-Door Hatch and MINI Cooper SD 5-Door Hatch).

The optional MINI Connected or MINI Connected XL is available in conjunction with the Radio MINI Visual Boost, the MINI navigation system and included in the MINI Media Pack XL. It offers extensive integration of smartphones in the car, allowing the use of internet-based services in the areas of infotainment, communication and driver experience. These are provided via apps whose functional diversity is being continuously expanded, such as GoPro and JustPark. MINI Connected XL also includes the Journey Mate function for Real Time Traffic Information with traffic feedback in real time.

A new opportunity for fleet sales

The extra practicality of the new MINI 5-Door Hatch represents a strong opportunity for MINI to expand its presence in the important corporate sector, as many fleet lists preclude vehicles with only three doors.

The brand's strong position in terms of BIK, RV and whole life cost – coupled with the appeal of MINI to end-users – means sustainable growth is possible. This will come through large fleets with direct sales agreements, small fleets using the MINI Business Partnership Programme, and leasing.

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	One	One D	Cooper	Cooper D	Cooper S	Cooper SD
Manual						
CO ₂	112	92	109	95	136	109
BIK tax rate	15%	14%	14%	15%	20%	17%
Auto						
CO ₂	114	N/A	111	99	125	107
BIK tax rate	15%	N/A	15%	15%	18%	17%

End

The BMW Group

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 29 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2013, the BMW Group sold approximately 1.963 million cars and 115,215 motorcycles worldwide. The profit before tax for the financial year 2013 was € 7.91 billion on revenues amounting to approximately € 76.06 billion. As of 31 December 2013, the BMW Group had a workforce of 110,351 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.

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