





THE BOOK OF ZUG

ZUG.

We live in a world of mass-produced sameness.
Originality has fallen prey to predictability.
The status quo has finally become the status quo.
And even the copies have been copied.

Which is why some of us ZUG.



ZUG FOLLOWS UNCONVENTIONAL WISDOM.



ZUG IS THE BELIEF that there is still much to be discovered. It is the feeling that we are the first, last and best version of ourselves that there will ever be.

ZUG IS ABOUT moving confidently in our own direction, with no apologies. And ZUG is about going that way in style.



ZUG WILL TRY ANYTHING ONCE.

THE MINI CLUBMAN IS ZUG.

It looks odd. It runs on irregular. It is the brown sheep of the family. It may not be right for you. Then again, you may not be right for it.

ZUG.



FRINGESTREAM.



THE ROAD OF ZUG.

ZUG isn't necessarily good or bad. It just is.
It's the oddball member of an already slightly
eccentric family.



ZUG MAKES IT UP AS IT GOES.

JUMBO SHRIMP.





ZIG: 2002

We redefined the meaning of small.

ZAG: 2004

We broke the mold again.



ZUG: 2008

No one saw this coming.

DIFFERENT ON THE OUTSIDE.

MINI ON THE INSIDE.



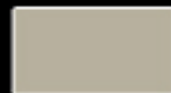
- ▶ 6-speed Getrag transmission
- ▶ 6 airbags standard
- ▶ 37 hwy/28 city MPG^{1*}
- ▶ 34 hwy/26 city MPG^{2*}
- ▶ Passenger-side Clubdoor

- ▶ 172-HP, turbocharged engine²
- ▶ 118-HP, aluminum alloy engine¹
- ▶ Dynamic Stability Control
- ▶ Full Maintenance^{**}
- ▶ Contrasting C-Pillar, roof and mirrors

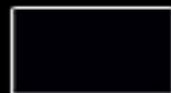
AVAILABLE IN THESE FINE COLORS:



Lightning Blue



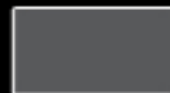
Sparkling Silver



Astro Black



Laser Blue²



Dark Silver²



Pure Silver



Hot Chocolate



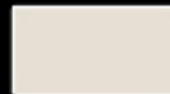
Chili Red



Mellow Yellow



Nightfire Red¹



Pepper White



British Racing Green

¹MINI Cooper Clubman only. ²MINI Cooper S Clubman only.

MAYBE YOU'RE ZUG.

Maybe you're not. In the end it doesn't matter much, because there's plenty of room on the road for everybody.



ZUG SAYS YOU CAN SLEEP LATER.



ZUG

[zUHg] adjective, verb, noun.

1. To be unlike others.
2. To do something different.
3. A place in Switzerland.

MINIUSA.COM



*37 hwy/28 city MPG MINI Cooper Clubman. 34 hwy/26 city MPG MINI Cooper S Clubman. Preliminary estimates only, subject to change. Actual mileage will vary with options, driving conditions, driving habits and vehicle operation. **All 2008 MINI Passenger Cars come with MINI Full Maintenance standard for 3 years or 36,000 miles, whichever comes first, MINI Passenger Car Limited Warranty with 24-hour roadside assistance standard for 4 years or 50,000 miles, whichever comes first, and a MINI Warranty against rust and corrosion perforation standard for 12 years with unlimited mileage. See the MINI Service and Warranty booklet for more details and specific terms, conditions and limitations. © 2008 MINI, a division of BMW of North America, LLC. The MINI name, model names and logo are registered trademarks.

