



MINI AT LOS ANGELES INTERNATIONAL AUTO SHOW

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MINI USA DEBUTS ALL-NEW CLUBMAN AND CONVERTIBLE AT LOS ANGELES INTERNATIONAL AUTO SHOW

Milestone moment for MINI Countryman with 500,000th car also on display

Woodcliff Lake, NJ – November 16 – MINI USA will motor into this year's [Los Angeles International Auto Show](#) with two North American premieres - the all-new redesigned [MINI Clubman](#) and the new [MINI Convertible](#) – and the 500,000th [MINI Countryman](#) to mark a production milestone. The MINI Clubman, the largest and most versatile MINI ever built, will be showcased at a U.S. auto show for the first time since making its World Premiere at the Frankfurt Motor Show earlier this year. The new MINI Convertible, the newest model in the MINI line-up and the first open top MINI powered by BMW Group engine technology, was first unveiled just a few weeks ago at the Tokyo Motor Show. Also on display, marking a major milestone for the MINI brand, will be the 500,000th MINI Countryman.

MOTORING GROWN UP

Grown up in size and maturity compared to its predecessor launched in 2007, the new MINI Clubman has been completely redesigned and engineered from the ground up. The new MINI Clubman features premium quality and craftsmanship in every detail, creating a sleek and sophisticated interpretation of the brand's iconic style.

For the first time since the Clubman name was introduced in 1969, the new MINI Clubman has been developed as a separate model from the iconic MINI Cooper Hardtop, taking the legendary MINI sporting feel into a larger class of vehicle. The new MINI Clubman continues in the tradition of renowned British estate cars,

offering a rare combination of passenger comfort and elegant styling while being fun to drive. It will go on sale in the U.S. in January 2016.

OPEN DRIVING EXCITEMENT

As the first open top MINI powered by BMW Group engine technology, the new MINI Convertible is a premium four-seater soft-top convertible that is both practical and customizable for unlimited open-air motoring fun.

Like all other MINI models in the product portfolio, the new MINI Convertible is made for individualization, setting the new standard in the premium convertible market. The newest member of the MINI family will go on sale in the U.S. in March 2016.

“The new Clubman strikes the perfect balance between MINI’s heritage and future, while the new Convertible offers open-top driving without compromise” said David Duncan, Vice President MINI of the Americas. “Both cars represent the unique and premium style of MINI and I’m excited for our U.S. consumers to see them.”

500,000 AND COUNTING

Another highlight of this year’s Los Angeles International Auto Show will be the 500,000th MINI Countryman. The MINI Countryman, the brand’s strong selling crossover model with optional all-wheel drive, started production in 2010 and is one of the most popular models among the MINI community around the world. The milestone vehicle will feature a Kite Blue exterior color, which will be available for the MINI Countryman as of spring 2016.

MINI RECEIVES INDUSTRY AWARDS

During the Los Angeles International Auto Show, MINI management will be presented with a [Residual Value Award](#) for the 2016 MINI Hardtop (2 door & 4 door 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.

Last week the brand was also honored with two more awards. For the 6th consecutive year, MINI won the award for the #1 Mass Market Brand in [JD Power’s U.S. Sales Satisfaction Index \(SSI\) Study](#). MINI is also the highest ranking brand in the Industry. The study measures satisfaction with the sales experience among new-vehicle buyers and rejecters. In addition, [Strategic Vision](#) released its annual Customer Love Index Report, which named the MINI Hardtop the “Most Loved Vehicle Award” for the Specialty Coupe Segment. Strategic Vision has compiled the premier consumer feedback database in the world for the automotive industry through the [New Vehicle Experience Study \(NVES\)](#). The report measures the pinnacle of the vehicle ownership experience and the main driver of brand and product loyalty: Love.

The new MINI Clubman and new MINI Convertible, along with the 500,000th MINI Countryman, will be on display at the MINI stand for the duration of the press and public days in the South Hall #503 of the Los Angeles Convention Center.

For more information, including full product press releases, press images and videos and technical data on the new MINI Clubman and MINI Convertible, please visit the model specific newsrooms at MINIUSANEWS.com. For MINI USA news follow us on Twitter at [@MINIUSANEWS](https://twitter.com/MINIUSANEWS).

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 124 MINI passenger car dealers in 39 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 six unique vehicles.