

Retail Operator / General Manager	Sales – New Car	Sales – Pre-Owned	Business Manager (F&I)	Service	Parts & Accessories	Administration
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MINI PRODUCT PLANNING & STRATEGY BULLETIN

YO VINNIE: ANY NEWS ON THE 2013 GP?

VINNIE SEZ: HOLY SHIFT ... YES!

2013 MINI GP IS COMING!

As a follow up to the most incredible MINI ever built (the 2006 GP) MINI is proud to unveil the 2013 version that packs more features, handling, and of course, incredible looks.

You already know the details...two-seater, huge brakes, ridiculous lap times, etc. But, there are probably a few things you didn't know so let's take a deeper dive into the GP and how your customers get them.



MINI GP Engine



The engine is a high-power version of the regular JCW engine. It features the familiar turbocharged and direct-injected N18 technology, but is tuned to produce more power with horsepower increasing to 211 and torque registering in at 192 lb-ft or 207 lb-ft with the overboost function.

So, you are probably wondering why this is less than the 2006 GP ... great question! This is due to the newer emissions standards and how the 2013 car will need a unique exhaust system for the US. Luckily, the sound is still there, but even more fascinating is the MPG. If all goes well,

we expect the new GP to achieve 26 city and 35 MPG on the highway. If you compare that to the current 20 city and 27 hwy ratings of the 2006 car, that's a drastic 30% increase in fuel economy! To top the engine compartment off is a polished aluminum strut tower brace that ties the front strut towers together for improved handling and structural consistency, especially in the turns.

MINI GP Interior



The interior will be hot! The front seats will be the Recaros that we all know love with heated seating surfaces and red stitching. To secure you neatly behind this guided missile are bright red seatbelts and to row those six speeds, the GP will feature a unique shift knob with a red insert on top. The three-spoke leather steering wheel is also specific to the GP as it features a very thick rim with red stitching and the JCW logo on the lower spoke. The instrument panel is covered in leather with red stitching and matches the piano black interior surfaces perfectly. (European model shown.)

All US GPs will have 534 Automatic climate control and 655 Sirius satellite radio standard. In addition, SA302 (Alarm) is also included. The radio will be the standard Boost CD system with Bluetooth (MINI Connected is blocked for the GP.) Check out the floor mats. Hey, I told you it was hot, didn't I?

In back, the deletion of the rear seats allows for a flat floor. To further demonstrate the GP's intentions, a rear brace is added to tie both sides of the rear unibody together for improved stiffness and as a result, improved and more predictable handling. The tubular brace is bright red and offsets the interior incredibly. Silver end caps finish this brace off appropriately.



MINI GP Suspension



The GP will feature the most aggressive suspension ever offered by MINI. From the factory, each corner of the new GP will have a fully adjustable coilover suspension that allows one to raise or lower ride height and adjust corner weighting. In the trunk will be a wrench set to allow owners to adjust as they go. For rolling stock, we went with the widest wheels we've ever put on an R56 and they measure 17 x 7.5. Wrapping them are aggressive Kumho V70A tires that are also the widest offerings ever bestowed upon a MINI, measuring 215/40/17. Be aware that these tires are indeed street legal, but they are designed for optimum track performance so the treadwear is 50.

The brakes, like our other JCW models, are supplied by Brembo. But here, we take the larger brake calipers

right off of the BMW 1 Series M and that means we've got six pistons of love on clamping down on each of the 12.4 inch front rotors. In back, we still use the proven 11.2-inch brake setup from the JCWs.

MINI GP Allocation

There are 500 cars coming to the US and the plan is to allocate one MINI GP to each dealer (115.) All remaining cars (385) will be managed through a reservation system with an 800# (like the one used to allocate the Neiman Marcus Edition BMWs.) This 800# will first open in mid November exclusively for owners of the original 2006 MINI GP for a period of 1-2 weeks. We expect 100 of them to purchase the new GP. Then, in late November, all remaining cars (~285) are up for grabs via the 800#. All customers who have a deposit or strong interest must call this number. The ultimate goal is to have all cars allocated and sold prior to the GPs arriving at dealers in Q1 2013.

Pricing

The GP's MSRP (Manufacturer's Suggested Retail Price) is **\$39,950** (including the \$700 D&H.) Considering all the suspension hardware, unique interior appointments and the limited nature of this car, it's a screaming deal. Heck, I'm trying to sell my left kidney to get one!

GP Numbers

We are currently working with the MINI Design house to have numbers added that would perfectly match the red decals on the GP. These numbers will be exclusive to the US market.

Special Delivery

We are also planning a special delivery for a maximum of 50 cars/100 people in early March 2013. Details to follow.

Other Product Topics

MY2013 Countryman Load Floor Promotion For Cars With Bench Seat 4UK!



The rear bench seat (4UK) becomes standard for MY2013 R60s. This means that the rear load floor (4UL) is no longer required with it and is a \$250 stand alone option. This makes the rear bench seat truly a no-cost option. Cool, right?

Well, we couldn't leave well enough alone. So, to give you more leverage for sales this fall, all cars with the rear bench seat (4UK) will get the \$250 load floor FOR FREE until we get our sanity back. This promotion is for a limited time with no set end date, so start getting those bench seat R60s in the pipeline! Cars with the rear bucket seats (4UG) are not part of this promotion.

Extra \$100 For Alternate Wheel Upgrades?

As of November 2012, a new pricing rule will add \$100 for a same-size alternate wheel choice. For instance, when a Cooper Hardtop's standard 15" 7-hole wheel is replaced with the 15" Five-star Twin Spoke wheel, it will be \$100 extra. Cooper S Hardtop buyers will also see this. If one goes from the standard 16" Rib Spoke wheel to the 16" 4-hole Circular Spoke wheel, it will be \$100 extra as well.

We are aware of a few instances where cars were charged \$100 retail prematurely. This was for a 24 hour period last week when a systems issue with pricing caused this. But rest assured, we fixed the issue for all future cars and this price change will take place in late November, as originally planned. As for addressing cars that were improperly charged, there is not a system in place to handle this directly. We will work with your local MINI Area Manager to come up with a solution, if you were affected.

MY2012 Chili Red Edition Countryman - ZCR.



To help spur Countryman sales this fall, this package is steered via option ZCR and is priced at only \$500 and is part of the MSRP. This helps the residual and there is no adder necessary.

As we previously mentioned, this car is unique in that it is painted in Chili Red, which is normally not available on the R60. In addition, JCW sport stripes are added to the top and sides of this special car. Since I don't have a car handy, I shamelessly used this picture from MINI of South Atlanta (shout out to my friends there!),

\$750 Baker Street Credits

As an update, we are expecting the \$750 credits for the misbuilt Baker Streets with missing Foglights and Auto climate to be in your next parts statement.

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