



MINI 2ND GENERATION. THE NEXT CHAPTER OF EXCITEMENT.



TAKING A NEW TURN TO KEEP MOVING
INTO THE FUTURE.

NEW CHALLENGES. MEETING EXPECTATIONS – AND EXCEEDING THEM.



Ever-changing times

The 1st generation MINI reinvented an automotive legend and captured the hearts of all who set eyes on it. However, like the car itself, the people who drive MINI move with the times. Which is why they now expect more from a MINI than ever before.



Gets your senses working overtime

The new MINI is not just moving with the times, it's overtaking them. With extra horses chomping at the bit, a new twist to the unique MINI look, and a near-endless choice of customization possibilities. The world's most exciting small car has just got even more exciting.



EXTERIOR DESIGN.

BROADER SHOULDERS, CHEEKIER FACE.

The 2nd generation MINI is recognizable in an instant. The shape, the stance, the face, the charm – whichever way you look at it, this MINI is simply unmistakable. However, it has a modern angle all its own: a higher shoulder line, tighter surfaces and a more powerful-looking front will make anyone think twice before mistaking it for anything but the new, genuine article.



Headlights with a more pronounced outward angle now house the indicators too.

The MINI face's even more eye-catching beauty spots, these lights provide the **parking light** and **front fog light** beams.

The wide, **one-piece grill** now has a cleaner look – but still retains its customary cheekiness.

The dynamic **front air intake** is now upswept, placing even more emphasis on the wide horizontal grill.



All MINI models now come with sporty new **roof spoilers**, ensuring an even more striking profile.



A higher, more prominent **shoulder line** enhances the muscular silhouette of the MINI.

The rear end's new **parallel orientation** creates a cascade effect that emphasizes the planted MINI stance.

The distinctive **tail lights** now have external chrome surrounds, accentuating the rear horizontal lines of the MINI even more.

INTERIOR DESIGN. CIRCLES ALL ROUND.

The uniquely positioned **rev counter** now features "heartbeat" LEDs that pulsate when the alarm system is activated.

Rounding off the characteristic MINI appearance are the **circular air vents** with eye-catching new trim rings.

Evolution outside, revolution inside

The interior design combines classic circular elements and taut horizontal lines for a revolutionary new look.

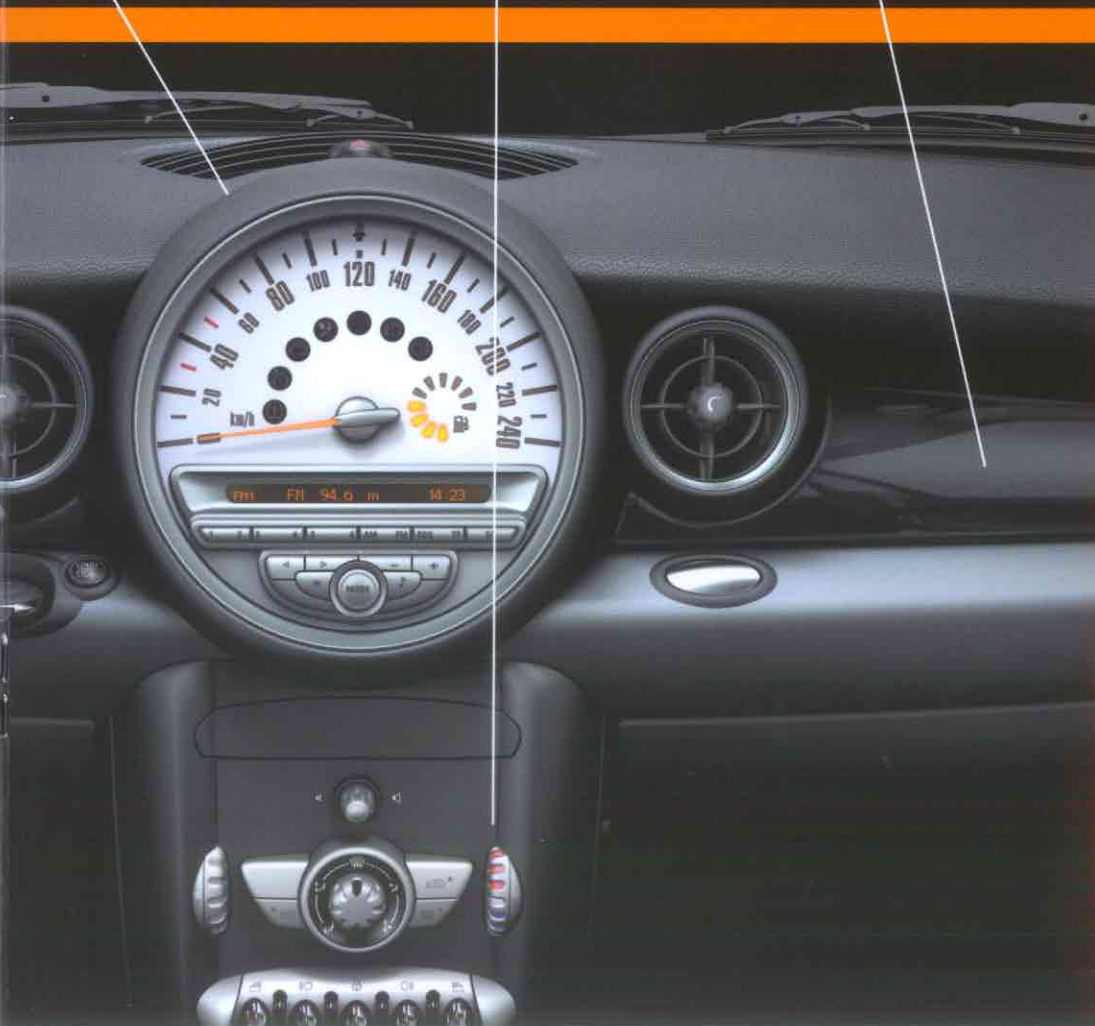
- Higher shoulder line underlines sportiness of cockpit
- Sleeker, larger elliptical door inserts for a wider, airier feeling
- Four interior color schemes
- Recurring circular theme, with new air vents and round trims for gear lever, speakers and door handles



Center of attention: the distinctive **center speedo** has been revamped to include the entertainment and navigation functions.

The slimmed-down **center console** creates more footwell space and now has larger, MINI typical toggle switches.

The **dash trim** is just one of the customizable elements that enable a total of over 100,000 possible trim and color combinations.



DRIVING SENSATION. RAISING THE EXCITEMENT STAKES.

Ruling the bends is a matter of course in the 2nd generation MINI. With a new generation of high-tech engines offering greater flexibility, agility and torque as well as chassis optimization and six-speed transmissions all round, the go-kart feeling just gets better and better.





MINI Cooper: more smiles per gallon

- 1.6-litre 16v engine
- 118 hp
- Peak torque of 160 Nm at 4,250 rpm (140 Nm from just 2,000 rpm)
- New six-speed transmission
- Excellent fuel economy, low emissions

MINI Cooper S: the power and the torque

- 1.6-litre 16v engine
- 172 hp
- Peak torque of 240 Nm from 1,600 rpm to 5,000 rpm
- Turbocharged engine with direct-injection technology
- Excellent fuel economy, low emissions

SAFETY FEATURES.
THE SURE WAY TO HAVE FUN.



That gripping feeling

The extremely rigid bodyshell is filled with a wealth of protective features. The standard-equipment ABS includes CBC and EBD, and there's DSC as an option. The MINI Cooper S of course also comes with ASC+T and RSC tires.



When the tough get going

- Elevated bonnet for increased pedestrian safety
- Optimized crumple zones
- New front crash boxes
- Improved crash-test performance



Airbags all round

- Front airbags for driver and front-seat passenger
- Side airbags for driver and front-seat passenger
- Curtain head airbags for front and rear occupants
- Electronic sensors for optimum inflation

