



Media Information
23 November 2016

“Resale Value Giants”: MINI is the leader in two vehicle categories.

Current ranking of models on the German automotive market offering the best value retention: MINI One leads the small car category, MINI One Clubman is number one in the compact segment.

Munich. Purchasing a new vehicle of the British premium brand MINI is a worthwhile investment. The buyer can be sure of driving fun, individual style and premium quality as well as relying on a particularly high level of value retention. For years now, MINI models have been among the winners in the “Resale Value Giants” ranking published in “Focus Online”. In the current list, a MINI leads the way in two vehicle categories. The new MINI One 3 door (75 kW/102 hp; combined fuel consumption: 4.8 – 4.7 l/100 km; combined CO₂ emissions: 111 – 109 g/km) is certified as having the lowest percentage loss in value among small cars, while the same applies to the new MINI One Clubman (75 kW/102 hp; combined fuel consumption: 5.3 – 5.1 l/100 km; combined CO₂ emissions: 124 – 119 g/km) in the compact segment. These assessments are based on analyses carried out by the Saarbrücken market research institute Bähr & Fess Forecasts. The study looks at the anticipated development in value of current new cars over the next four years.

Given their diverse qualities and enormous popularity, the two MINI “resale value giants” have everything it takes to attract a high level of demand on the used car market. For the MINI One 3 door the market experts predict a resale value of 56.5 per cent of the current retail price in four years’ time. The latest generation of the original in the premium segment of small cars has already come out top of its class in previous “Resale Value Giant” rankings. So it comes as no surprise that “Focus online” arrives at a positive conclusion this time round: “The MINI One is a sound investment.”

Meanwhile the MINI One Clubman does even better in the current analysis: after a period of four years, this car is predicted to have a resale value of 58 per cent of its original purchase price. The modern

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reinterpretation of a shooting brake with four side doors, two split doors at the rear and a versatile interior was included in the compact class assessment for the first time and "instantly took its place on the winner's rostrum", as "Focus online" reported.

For the current "Resale Value Giant" ranking, the model range was once again scrutinised in a total of 16 vehicle categories. In their forecasts, the automotive market experts take into account not just the characteristics of each model but also brand image, performance on comparative tests, competition in the specific segment, customer surveys and also general economic developments. Resale value comparison is an important guideline for potential new car buyers when making a purchase decision. Ultimately the difference between purchase price and resale value is a key cost factor. The new MINI Generation performs well here just as it does in terms of efficiency, thereby offering a perfect combination of driving fun and economy.

For further details on official fuel consumption figures, official specific CO₂ emissions and power consumption of new cars, please refer to the "Manual on fuel consumption, CO₂ emissions and power consumption of new cars", available at all sales outlets, from Deutschen Automobil Treuhand GmbH (DAT), Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen and at <http://www.dat.de/angebote/verlagsprodukte/leitfaden-kraftstoffverbrauch.html>. Manual CO₂ (PDF – 2.7 MB)

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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 31 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2015, the BMW Group sold approximately 2.247 million cars and nearly 137,000 motorcycles worldwide. The profit before tax for the financial year 2015 was approximately € 9.22 billion on revenues amounting to € 92.18 billion. As of 31 December 2015, the BMW Group had a workforce of 122,244 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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