



Media Information
08 July 2015

MINI COUNTRYMAN GOES ALL4 BUSINESS

MINI gets down to business with the new MINI Countryman ALL4 Business model

- MINI Countryman Cooper D ALL4 Business model revealed
- Additional standard equipment chosen specifically for fleet customers
- MINI Multi-function steering wheel including cruise control and MINI Navigation System fitted as standard
- CO2 emissions of just 123g/km
- Starting from £199 per month including optional Chilli Pack*

MINI is broadening its appeal with the arrival of the new MINI Countryman Cooper D ALL4 Business model, developed specifically for the fleet market.

The launch of the new business edition Countryman means corporate customers will now have the option of a model which includes the brand's all-wheel drive system, MINI ALL4, for the very first time.

The ALL4 all-wheel drive system provides excellent traction and quickly reacts to all changes in road conditions, while still providing MINI's famed driving experience.

MINI Navigation System is fitted as standard along with the Multifunction steering wheel which includes cruise control. Parking sensors, automatic headlights and wipers are also included to make driving long distances easier and more enjoyable.

BMW Group Company

Postal Address
MINI UK
Summit One
Summit Avenue
Farnborough, Hamps
GU14 0FB

Telephone
01252 921 263

Internet
www.mini.co.uk

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The additional standard equipment has been specifically chosen for fleet customers and represents a saving over the cost of standalone options while driving up the model's already strong residual values.

MINI Countryman Cooper D is also an economical choice for fleet customers, with some of the best emission figures for a diesel all-wheel drive car, recording just 123g/km.

Chris Brownridge, Director, MINI UK, said: "The new ALL4 Business model has been specifically developed to cater for the needs of businesses with high residual values and low emissions, while also offering something fun and exciting for drivers.

"MINI has grown in popularity within the UK fleet market since the launch of the 5-door hatch last year, which has opened the brand up to new customers."

MINI Cooper D ALL4 Countryman is available for fleet customers now with an on the road price of £22,455. Monthly payments start from £199 which includes the Chilli Pack.

MINI Cooper D ALL4 Countryman standard equipment:

- 17" 5-Star Triangle Spoke alloy wheel
- Multifunction steering wheel, including cruise control
- 3-spoke sport leather steering wheel
- Park distance control
- Radio Visual Boost

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- MINI Navigation System
- Floor mats in velour
- Storage compartment pack
- Rain sensor and automatic lights on
- Automatic air conditioning
- On-board computer
- Interior lights pack

*Based on 6 months deposit and 35 monthly payments. Terms and conditions apply.

Ends

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

In 2014, the BMW Group sold approximately 2,118 million cars and 123,000 motorcycles worldwide. The profit before tax for the financial year 2014 was approximately € 8.71 billion on revenues amounting to € 80.40 billion. As of 31 December 2014, the BMW Group had a workforce of 116,324 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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MINI Press Office Contacts:

Sarah Morris MINI Media Relations Executive
Tel: 07815 370 747 Email: Sarah.Morris@mini.co.uk

Chris Overall MINI Media Relations Manager
Tel: 07815 370 990 Email: Chris.Overall@mini.co.uk

Piers Scott General Manager, Product and Internal Communications
Tel: 07815 378 190 Email: Piers.Scott@bmw.co.uk

Graham Biggs Corporate Communications Director
Tel: 07815 376 867 Email: Graham.Biggs@bmw.co.uk

Media website: www.press.bmwgroup.co.uk

www.mini.co.uk

www.twitter.com/miniuk

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