



MINI JCW TUNING KIT

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MINI USA Launches New MINI John Cooper Works Tuning Kit for Countryman and Clubman at SEMA Show

- *Engine performance and exhaust sound enhancement kit for MY 2018 Cooper S and Cooper S ALL4 Clubman and Countryman model variants*
- *Expands existing JCW Tuning Kit offering beyond Hardtops and Convertible*
- *MINI Ice Blue special edition Cooper S Hardtop also on display at premier automotive specialty products trade show*

Las Vegas, NV – October 30, 2017 – MINI USA has announced today the launch of the new MINI John Cooper Works Tuning Kit at the [SEMA Show](#) in Las Vegas, expanding the current tuning kit offering to now include Clubman and Countryman models. The new John Cooper Works Tuning Kit utilizes a retrofit exhaust system, aftermarket components and engine software programming increasing the engine power output and exhaust system performance. This new John Cooper Works Tuning Kit can be installed on any MY 2018 Cooper S or Cooper S ALL4 Clubman or Countryman model, intensifying the vehicle's sporty performance and sound characteristics. The MINI USA team will also have the new [MINI Ice Blue](#) special edition Cooper S Hardtop on display at the show.

The John Cooper Work Tuning Kit increases the engine's power output on the Cooper S and Cooper S ALL4 on the Clubman and Countryman models from 189 to 208 hp and pushes the maximum torque to 221 ft-lb between 1,350 and 4,600 rpm. At the same time, the John Cooper Works Tuning Kit also provides reduced exhaust gas back pressure, in combination with adapted engine software, to deliver the sporty responsiveness MINI owners have come to love across the John Cooper Works variants.

The John Cooper Works Tuning Kit, which can be purchased and installed at any local MINI dealer in the U.S., includes a Bluetooth actuated exhaust valve system to easily switch between two operating modes - Sport mode and Sport+ mode. The Sport mode is approved for unrestricted use on public roads while the Sport+ mode is designed for use on the race track. Both modes accentuate the car's sporty character and underscore its emotionality with a voluminous and exhilarating sound for a more intensive driving experience. The exhaust system is made from high-quality stainless steel for exceptional quality and longevity. For that racing inspired look, the tuning kit can be fitted with a choice of JCW Chrome or Carbon Fiber tailpipes.

The new MINI John Cooper Works Clubman Tuning Kit will go on sale in January 2018 at MINI dealers across the U.S. for the Manufacturer's Suggested Retail Price (MSRP) of \$1,950.

Come visit the MINI USA booth in the Performance Pavilion #68100. Fully accessorized versions of the MINI Cooper S Clubman ALL4 and MINI Cooper S Countryman ALL4, as well as the new MINI Ice Blue special edition Cooper S Hardtop, will also be on display.

The SEMA Show is the premier automotive specialty products trade event in the world. It draws the industry's brightest minds and hottest products to one place, the Las Vegas Convention Center. In addition, the SEMA Show provides attendees with educational seminars, product demonstrations, special events, networking opportunities and more. For more about the SEMA show, visit www.semashow.com.

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 127 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.

Journalist notes: Media information about MINI and its products is available to journalists on-line at www.miniusanews.com.