MINI
U.S. Press Information

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MINI BRINGS MOTORSPORTS HERITAGE TO DETROIT FOR JOHN COOPER WORKS HARDTOP WORLD PREMIERE

- Rally legend Rauno Aaltonen to introduce newest addition to the MINI line up
- MINI to compete in Continental Tire SportsCar Challenge Series with LAP Motorsports
- U.S. pricing for base model 2015 MINI John Cooper Works Hardtop is $30,600 plus D&H

Woodcliff Lake, NJ – January 12, 2015…The new 2015 MINI John Cooper Works Hardtop will make its World Premiere today at the North American International Auto Show, featuring the most powerful engine ever installed in a MINI production model. The latest high performance addition to the MINI line up will be priced at $30,600 plus $850 Destination & Handling in the U.S. and will go on sale in the spring.

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The 2015 MINI John Cooper Works Hardtop will make its much-anticipated World Premiere with a grand introduction by none other than rally legend Rauno Aaltonen at MINI's press conference in Hall D of the COBO Center, at 1:20 pm ET. Aaltonen will take the stage in a Classic Mini similar to the 1966 Mini Cooper S that he drove to victory in the famed Monte Carlo Rally in 1967.

With Aaltonen on hand and the new MINI John Cooper Works Hardtop in the spotlight, MINI proudly announced a new motorsports partnership with LAP Motorsports to compete in the Street Tuner (ST) class of the Continental Tire SportsCar Challenge. The Indianapolis-based team owned and operated by racing veteran Luis Perocarpi will begin running the MINI John Cooper Works cars in the series later this year.

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MINI's long history of rally-car racing has always been reflected in the brand's John Cooper Works performance series, and the newest Hardtop further extends that tradition. The latest edition in the premium line, the 2015 MINI John Cooper Works Hardtop offers the most powerful engine ever installed in the brand's production models, delivering optimal performance to the premium small-car segment.

"This is undoubtedly an exciting time at MINI as we relaunch the John Cooper Works sub-brand as a true model in itself and with the most powerful engine we've ever had in a production model MINI," said David Duncan, Vice President MINI of the Americas. "The new MINI John Cooper Works Hardtop will be an important part of our business moving forward, offering customers a premium high performance vehicle in a small package."

Specially tuned for high performance on the track and on the road, the first John Cooper Works model to be built on the shared front wheel drive global architecture with BMW Group will be powered by the latest generation MINI TwinPower Turbo Technology four-cylinder engine. The car also features a sports exhaust, refined suspension technology and model-specific design features which not only optimize the car's aerodynamic features, but also guarantee a fun and efficient ride with an irresistible temperament.

In addition to the World Premiere of the MINI John Cooper Works Hardtop, the stunning MINI Superleggera Vision concept will also be on display, along with the MINI Hardtop 4-Door which made its North American debut at the Los Angeles International Auto Show.

Check out the latest video of the new MINI John Cooper Works Hardtop in action featuring legendary skateboarder Tony Hawk and French Rally Car driver Guerlain Chicherit.

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 122 MINI passenger car dealers in 38 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 seven unique vehicles.

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

Consumer information about MINI products is available via the internet at: www.MINIUSA.com.