

December 4, 2014

## **MINI YOURS OPTIONS NOW AVAILABLE FOR MINI HARDTOP AND MINI HARDTOP 4 DOOR**

Woodcliff Lake, NJ , Dec 4, 2014 - The market launch of the latest generation MINI Hardtop and the newly developed MINI Hardtop 4 Door means that the MINI Yours range is more extensive and more attractive than ever. The MINI Yours options specially designed for the new models set clear standards in exclusivity and style in individual car design. In addition, MINI Yours also offers special equipment for the MINI Convertible, MINI Coupe and MINI Roadster models. Like all special equipment, these high-quality options are installed at the MINI plant in Oxford or, in the case of the MINI Hardtop, as part of contract manufacturing at VDL Nedcar in Born, Holland.

### **British pedigree - fascinating tradition, personal style.**

Since the relaunch of the brand in 2001, MINI has been meeting the wishes of customers with an unerring eye for the unusual in fascinating special editions and design models. The MINI Yours range also answers the need to distinctively underline the individual spirit of the MINI, its high-end character and its British roots. All options reflect the tradition of the brand, an awareness of superior quality and a highly developed sense of creativity in design and choice of materials. They are created in special production processes that are inspired by classic hand-crafting skills. The exclusive character of MINI Yours reaches its pinnacle in MINI INSPIRED BY GOODWOOD. This limited special edition of the MINI Hardtop with a perfectly balanced combination of top-quality exterior and interior features was produced under the inspiring leadership of the design team from Rolls-Royce Motor Cars in cooperation with the MINI design team.

### **Stunning paint finishes and eye-catching alloy wheels.**

The latest MINI Yours options for customizing the car's exterior encompasses a selection of unusual, sophisticated paint finishes and highly expressive, elegant alloy wheels tailored to each specific model. Maximum depth and intensity are achieved by the MINI Yours Lapisluxury Blue paintwork, developed specially for the new MINI Hardtop and MINI Hardtop 4 Door. 18 inch MINI Yours alloy wheels in two-tone Vanity Spoke design are also available for both models.

The MINI Yours 17 inch twin-spoke turned black MINI Yours alloy wheels are also currently available for the MINI Convertible, MINI Coupe and MINI Roadster models.

### **The finest leather, top-quality wood, precise workmanship.**

Personal style and a sense of superior quality can also be expressed with the MINI Yours interior options. The interior options for the new MINI models are a combination of carefully selected leather for the seats, instrument panel and steering wheel, interior surfaces in genuine wood, as well as precise and artful workmanship. The seats of the new MINI Hardtop and MINI Hardtop 4 Door feature a natural material finish, soft surfaces and precisely worked details in luxurious MINI Yours Lounge Carbon Black leather. Their prestigious characteristics emphasized by an eye-catching seam and a Union Jack design artfully incorporated on the back of the head rests. In addition, expressive interior styles are also available in the MINI Yours Dark Cottonwood, MINI Yours Fiber Alloy and MINI Yours Off-White variants, while the MINI Yours leather sports

steering wheel is also available in a nappa leather with hand-finished aluminium-colored contrast stitching.

The MINI Convertible, MINI Coupe and MINI Roadster models can be fitted with exclusively designed seats in the MINI Yours Leather Lounge style, Satellite Grey, and with a MINI Yours instrument panel fully covered with nappa leather in Black/Satellite Grey, including a color line in Satellite Grey. A matching MINI Yours leather sports steering wheel is also available.

### **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](http://www.miniusanews.com).

Consumer information about MINI products is available via the internet at: [www.MINIUSA.com](http://www.MINIUSA.com).

-###-