



EVERY MOMENT COUNTS.

Congratulations on choosing a MINI. We've been thinking outside the box, and remaining curious about the new for over five decades. Not to mention enriching our innovative design and legendary go-kart feeling with everyday practicality and ingenious technology, to deliver maximum driving fun; and make every new MINI more than just a way to travel. Your MINI is a way to turn corners into adventures, Mondays into memories, less into more, and every moment into one that counts.





EVERY TRADITION TRIED AND TESTED.

Innovation is in our genes, thanks to Sir Alec Issigonis and his groundbreaking design for the very first Mini, produced in 1959. Everything about it was unconventional, from its sideways mounted engine to its creative use of space. It became the template for almost every compact front-wheel drive car produced since. Being unafraid to pioneer new solutions and set new standards ensures that MINI will always take driving and personalisation to exciting new levels, because our tradition will always be to challenge the status quo.

EVERY GRIPPING RIDE.

The fun of driving a MINI goes beyond its unique design, charm and character. That's because every MINI shares our famous chassis design with the wheels pushed as far out towards the corners as possible, and very short overhangs. Originally intended to make more space inside – this clever design adds stability too, and some pretty sharp handling. It's served us well on the racetrack and makes cornering and city streets a pleasure. Welcome to the legendary MINI go-kart feeling.





EVERY SECOND LOOK.

Outstanding and characterful design has always set every MINI apart on the road. But that unique style is shaped by clever solutions. Ever since the original Mini started a revolution in personal transport by getting more from less, this combination of form and function has attracted those who see beyond the ordinary for over five decades. From the very beginning MINI design has provided a canvas for some of the world's most creative people to express themselves. And it still does. We now provide more colours, materials and options than ever before, to make your take on our designs possible. Because we believe cars should look stunning and perform brilliantly.

EVERY BOUNDARY PUSHED.

Infectious curiosity, embracing the new and never settling for the status quo helped the first MINI to make its mark, and change the game. We've stayed curious by nature ever since, and never stop working on exciting new ways to make your journey smoother, more exciting and more convenient than ever. We're adding more little touches all the time, like optional MINI Connected that presents everything that's important from your online world right in the dash, so you'll arrive more entertained and informed than ever. Helping to make your MINI your second home.





DRIVING SUSTAINABILITY.

There's more to driving a MINI than making a statement. As well as being symbol of agility, individuality and spontaneity, it represents a commitment to sustainability. After all, a MINI is sustainable by nature – it's a compact car with a small footprint, using Twin Power Turbo technology to harness the power generated by high-tech petrol and diesel engines. Behind the wheel, the MINIMALISM Analyser and MINI Connected put the fun into fun-size, providing a variety of shortcuts without cutting corners. Try the MINI for yourself today and help us shape a more mobile, less wasteful world.

**THE MINI 3-AND
5-DOOR HATCH.**





**THE
MINI CONVERTIBLE.**

**THE
MINI CLUBMAN.**





**THE NEW
MINI COUNTRYMAN.**



Find out more at mini.com



© BMW AG, Munich, Germany.
Not to be reproduced, wholly or in part, without written permission of BMW AG, Munich.