



LESS IS MORE.

01 OUR PHILOSOPHY.

02 OUR TECHNOLOGY.

03 OUR ACHIEVEMENTS.

04 OUR OBJECTIVES.

“Only by facing the challenges of the future today will we find the right answers tomorrow.”

Dr Norbert Reithofer  
Chairman of the Board of Management of BMW AG

We take our responsibilities seriously – to the planet, and to the people who live on it. And this shapes everything we do, every single day. It's what we call sustainable thinking in action. From research and development, to design and planning, to production and logistics, everything that MINI does is measured against the most demanding yardstick.

When this yardstick is applied to energy efficiency in the MINI, it means getting more fun from less fuel. How is this possible? Thanks to a range of innovative best-in-class technologies.

The idea is simple – to make sure the MINI gets exactly what it needs, and only what it needs.

But **MINIMALISM** is not just a clever idea in theory. In combination with lightweight construction techniques and advanced aerodynamics, it delivers impressive results in practice. Which is why CO<sub>2</sub> emissions for MINI models are always among the lowest in their class.

Did you know that in 2010, the BMW Group was rated the world's most sustainable car manufacturer in the Dow Jones Sustainability Index – for the sixth year in a row?

01 OUR PHILOSOPHY.

02 OUR TECHNOLOGY.

03 OUR ACHIEVEMENTS.

04 OUR OBJECTIVES.



BMW AG

“Customers and their needs are at the heart of everything we do. We aim to earn their trust by offering ever better and more intelligent solutions.”

Dr Klaus Draeger  
Member of the Board of Management of BMW AG,  
Development

Did you know that the Automatic Start/Stop function saves fuel if the car is stationary for just 1.5 seconds – making a total difference of 3 per cent for petrol engines, and 3.5 per cent for diesels? And Brake Energy Regeneration cuts fuel consumption by a further 3 per cent.

**MINIMALISM** focuses on on-demand and drive train technologies. It may sound rather abstract, but the benefits are anything but. **On-demand technologies**, such as the Automatic Start/Stop function and Shift Point Display, work only when they are needed, and automatically switch themselves off when they are no longer required. This saves energy.

**Drive train technologies**, such as Brake Energy Regeneration, common-rail engines and fully variable valve timing, are on the other hand running all the time. This generates energy. And thanks to energy conservation and reuse mechanisms, this energy is always available when required. This increases efficiency. Significantly.

#### Automatic Start/Stop function

Automatically switches the engine off whenever the car is in neutral and the driver's foot is off the clutch. As soon as the clutch is depressed, the engine instantly restarts. For models with manual transmission (excluding MINI One, MINI One Cabrio and MINI One Clubman).

#### Shift Point Display

A display in the revolution counter tells the driver the most economical moment to shift up or down a gear, taking into account current speed and acceleration. For models with manual transmission (excluding MINI One, MINI One Cabrio and MINI One Clubman).

#### Brake Energy Regeneration

When the car is coasting or braking, this system uses its kinetic energy to charge the battery. This reduces the amount of energy the battery draws from the engine. For models with manual transmission (excluding MINI One, MINI One Cabrio and MINI One Clubman).

#### Common-rail technology

A high-pressure pump injects small, precisely controlled amounts of fuel into the cylinders, ensuring more efficient combustion. Fitted on all diesel models.

#### Fully variable valve timing

Reacts instantly to any movement of the throttle pedal and adjusts engine performance accordingly – no butterfly valve required. Included in the petrol engines of the MINI One, MINI Cooper and MINI Cooper S.

#### MINIMALISM Analyser

An integral part of the optional MINI Connected infotainment system, the MINIMALISM Analyser examines and evaluates data from your journey to work out how efficiently you are driving. It also provides detailed guidance on how you can save even more fuel.

“Sir Alec Issigonis revolutionized car design. His vision was a small, practical, economical car that was also fun – the Mini. It’s a vision we still share.”

Jürgen Rau  
Head of Product Management, MINI Germany

Sustainability and efficiency pay off: between 2006 and 2009, MINI reduced its CO<sub>2</sub> emissions by 20 per cent. According to the latest figures published by Germany's Federal Motor Transport Authority, emissions for the average MINI are now 139 g/km, and all models comply with the EU5

standard. This makes the MINI one of the lowest-emitting premium cars on the German market. And allows it to be very confident about meeting the stricter 120 g/km CO<sub>2</sub> limit set to come into force in 2015.

	Max. output (in kW)	Fuel consumption* (in l/100 km)	CO <sub>2</sub> emissions (in g/km)		Max. output (in kW)	Fuel consumption* (in l/100 km)	CO <sub>2</sub> emissions (in g/km)
MINI ONE	55 or 72	5.4	127	MINI ONE CLUBMAN	72	5.5	129
MINI ONE MINIMALIST	55 or 72	5.1	119	MINI ONE D CLUBMAN	66	3.9	103
MINI ONE D	66	3.8	99	MINI COOPER CLUBMAN	90	5.5	129
MINI COOPER	90	5.4	127	MINI COOPER D CLUBMAN	82	3.9	103
MINI COOPER D	82	3.8	99	MINI COOPER S CLUBMAN	135	5.9	137
MINI COOPER S	135	5.8	136	MINI COOPER SD CLUBMAN	105	4.4	115
MINI COOPER SD	105	4.3	114				
MINI ONE CABRIO	72	5.7	133	MINI ONE COUNTRYMAN	72	6.0	139
MINI COOPER CABRIO	90	5.7	133	MINI ONE D COUNTRYMAN	66	4.4	115
MINI COOPER D CABRIO	82	4.0	105	MINI COOPER COUNTRYMAN	90	6.0	140
MINI COOPER S CABRIO	135	6.0	139	MINI COOPER D COUNTRYMAN	82	4.4 (4.9)	115 (129)
MINI COOPER SD CABRIO	105	4.5	118	MINI COOPER S COUNTRYMAN	135	6.1 (6.7)	143 (157)
				MINI COOPER SD COUNTRYMAN	105	4.6 (4.9)	122 (130)

\* The fuel consumption figures quoted on this page are for the ECE combined cycle.

Figures in brackets relate to MINI Countryman models with the ALL4 all-wheel drive system. Figures quoted here do not apply to vehicles with automatic transmission.

“Driving an electric car shouldn’t be a sacrifice, it should be fun! After all, the laws of physics mean that with electric motors, the full power is available instantaneously, allowing maximum torque to be achieved at very low revs.”

Ulrich Kranz  
Head of “project i”

New challenges require new responses – 100 per cent electric, 100 per cent MINI. The BMW Group is the first car manufacturer in the world to test a fleet of over 600 cars powered by electricity alone: the MINI E.

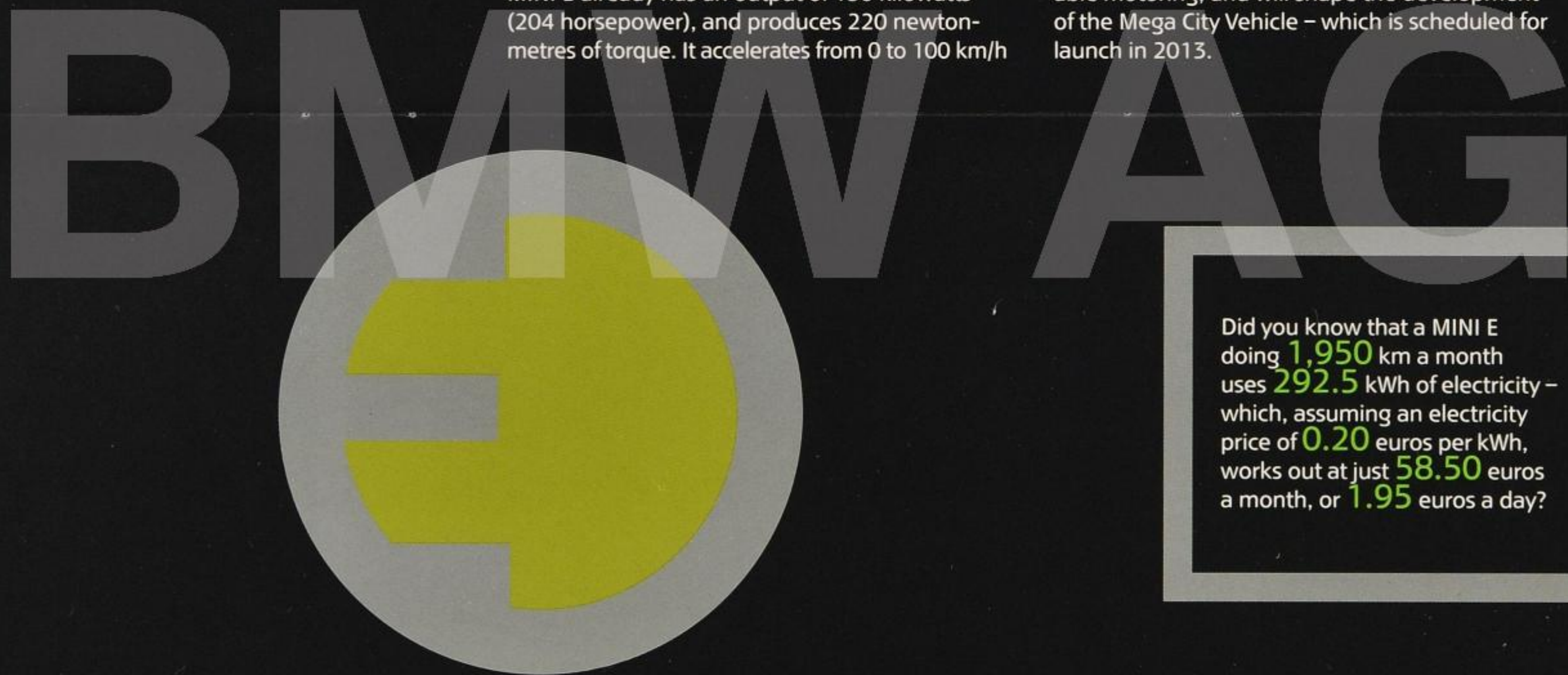
The aim is to gain valuable practical experience – particularly as regards vehicle design, charging infrastructure and battery technology – that will bring commercial production of electric models a step closer to reality. A conscious decision was made to carry out the tests under everyday real-world driving conditions.

The possibilities are literally electrifying. The MINI E already has an output of 150 kilowatts (204 horsepower), and produces 220 newton-metres of torque. It accelerates from 0 to 100 km/h

in just 8.5 seconds, and on to an electronically limited top speed of 152 km/h.

The source of this power is a high-performance next-generation lithium-ion battery. A full charge takes just 2.4 hours (with 230-volt/50-amp current), and uses just 28 kilowatt-hours of electricity. That equates to a range of 6.6 kilometres per kilowatt-hour, based on consumption figures for the ECE combined cycle of 15 kWh/100 km.

This unique research project has been running in the USA, the UK and Germany since 2009, and was recently extended to France, China and Japan. It will help to set new standards in sustainable motoring, and will shape the development of the Mega City Vehicle – which is scheduled for launch in 2013.



Did you know that a MINI E doing 1,950 km a month uses 292.5 kWh of electricity – which, assuming an electricity price of 0.20 euros per kWh, works out at just 58.50 euros a month, or 1.95 euros a day?

MINI-E.com  
MINI-E.de

BMW AG

MINIMALISM

[MINI.com/MINIMALISM](http://MINI.com/MINIMALISM)

