



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 CO₂ emissions for MINI models are always among the lowest in their class.

Did you know that in 2009, the BMW Group was rated the world's most sustainable car manufacturer in the Dow Jones Sustainability Index – for the fifth year in a row?

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“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

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.

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.

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.

Common-rail technology

A high-pressure pump injects small, precisely controlled amounts of fuel into the cylinders, ensuring more efficient combustion. Included in the engines of the MINI One D, MINI Cooper D and MINI Cooper S.

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.

* Included on the MINI One D, the MINI One MINIMALIST (55 kW/72 kW) and all MINI Cooper, MINI Cooper D and MINI Cooper S models.

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.

“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 2008, MINI reduced its CO₂ emissions by 20 per cent. 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 CO₂ limit set to come into force in 2015.

MINI ONE

| | |
|-------------------------------------|----------|
| Max. output (in kW) | 55 or 72 |
| Fuel consumption* (in l/100 km) | 5.4 |
| CO ₂ emissions (in g/km) | 127 |

MINI ONE MINIMALIST

| | |
|-------------------------------------|----------|
| Max. output (in kW) | 55 or 72 |
| Fuel consumption* (in l/100 km) | 5.1 |
| CO ₂ emissions (in g/km) | 119 |

MINI ONE D

| | |
|-------------------------------------|-----|
| Max. output (in kW) | 66 |
| Fuel consumption* (in l/100 km) | 3.9 |
| CO ₂ emissions (in g/km) | 104 |

MINI COOPER

| | |
|-------------------------------------|-----|
| Max. output (in kW) | 90 |
| Fuel consumption* (in l/100 km) | 5.4 |
| CO ₂ emissions (in g/km) | 127 |

MINI COOPER D

| | |
|-------------------------------------|-----|
| Max. output (in kW) | 80 |
| Fuel consumption* (in l/100 km) | 3.9 |
| CO ₂ emissions (in g/km) | 104 |

MINI COOPER S

| | |
|-------------------------------------|-----|
| Max. output (in kW) | 135 |
| Fuel consumption* (in l/100 km) | 5.8 |
| CO ₂ emissions (in g/km) | 136 |

MINI ONE CLUBMAN

| | |
|-------------------------------------|-----|
| Max. output (in kW) | 72 |
| Fuel consumption* (in l/100 km) | 5.5 |
| CO ₂ emissions (in g/km) | 129 |

MINI COOPER CLUBMAN

| | |
|-------------------------------------|-----|
| Max. output (in kW) | 90 |
| Fuel consumption* (in l/100 km) | 5.5 |
| CO ₂ emissions (in g/km) | 129 |

MINI COOPER D CLUBMAN

| | |
|-------------------------------------|-----|
| Max. output (in kW) | 80 |
| Fuel consumption* (in l/100 km) | 4.1 |
| CO ₂ emissions (in g/km) | 109 |

MINI COOPER S CLUBMAN

| | |
|-------------------------------------|-----|
| Max. output (in kW) | 135 |
| Fuel consumption* (in l/100 km) | 5.9 |
| CO ₂ emissions (in g/km) | 137 |

MINI ONE CABRIO

| | |
|-------------------------------------|-----|
| Max. output (in kW) | 72 |
| Fuel consumption* (in l/100 km) | 5.7 |
| CO ₂ emissions (in g/km) | 133 |

MINI COOPER CABRIO

| | |
|-------------------------------------|-----|
| Max. output (in kW) | 90 |
| Fuel consumption* (in l/100 km) | 5.7 |
| CO ₂ emissions (in g/km) | 133 |

MINI COOPER S CABRIO

| | |
|-------------------------------------|-----|
| Max. output (in kW) | 135 |
| Fuel consumption* (in l/100 km) | 6.0 |
| CO ₂ emissions (in g/km) | 139 |

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

“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 emission-free, 100 per cent MINI. The BMW Group is the first car manufacturer in the world to test a 500-strong fleet of 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. The tests are deliberately being carried out using real private drivers.

The possibilities are literally electrifying. The MINI E already has an output of 150 kilowatts, and produces 220 newton-metres of torque.

It accelerates smoothly 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 is currently running in the USA, the UK and Germany, and could help to set new standards in sustainable motoring as early as the first half of the next decade.

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?

www.MINI.com

MINI ONE MINIMALIST ■

CO₂ emissions: 119 g/km
Fuel consumption (combined cycle):
5.1 l/100 km

MINI ONE D ■

CO₂ emissions: 104 g/km
Fuel consumption (combined cycle):
3.9 l/100 km

MINI COOPER D ■

CO₂ emissions: 104 g/km
Fuel consumption (combined cycle):
3.9 l/100 km



BMW AG



Focusing on what really matters: **MINIMALISM.**
More fun from less fuel – and that's a promise.

BMW AG

MINIMALISM

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