



**WELCOME TO MINI.**



# MORE OF WHAT MATTERS.

A MINI has everything you want and none of the excess.

It's more hand-crafted interiors. More handling. **And more thrill.**

A MINI is built for **living more.**

More time out of the office. More hitting the road with the family.  
**More getting out and making memories.**

And experiencing more of what matters.



# AN ICON SINCE 1959 — AND WE'RE JUST GETTING STARTED.

The dilemma: A fuel crisis in post-World War II England. The solution? The Mini, crafted by top engineers to comfortably seat four, despite being a mere 10 feet long. And that meant reinventing the wheel (so to speak) with the groundbreaking transverse engine which provided stability during tight turns and maximized interior passenger space.

When the first Mini began to motor in 1959, the world had never seen a car quite like it. Its unique combination of classic British style in a nimble package came to symbolize independence and spontaneity — characteristics MINI embodies to this day.

Nearly six decades later, MINI is as innovative as ever. Proving that amazing efficiency, superior handling and an almost limitless range of customization opportunities are truly timeless qualities. And there's more to come around the bend.





# THE NEW MINI HARDTOP 2 DOOR AND 4 DOOR.

The MINI Hardtop is feistier and more fun than ever thanks to MINI TwinPower Turbo engines. Choose from the iconic 2 Door model or the 4 Door that was built for sharing. Both have plenty of premium enhancements but the same heart and soul as the original MINI that started it all.



### CORNER BRAKE CONTROL.

Helps you maintain control — and that iconic go-kart feeling — by balancing brake pressure throughout all four wheels.



### LED HEADLIGHTS.

Light the way ahead with unparalleled brightness thanks to brilliant LED rings that surround the headlights.



### TAILLIGHTS WITH INTEGRATED UNION JACK DESIGN.

Show off the British heritage of your MINI with these stylish LED taillights.



### APPLE CARPLAY™.

A smarter, safer way to use your iPhone® in the car that puts key iPhone functionality right on MINI Connected wirelessly.

*AVAILABLE COLORS (see inside back cover flap for swatches)*

**All Models:** Solaris Orange Electric Blue, Pepper White, White Silver, Melting Silver, Moonwalk Gray, Midnight Black, Chili Red, Emerald Grey, Starlight Blue, MINI Yours Lapisluxury Blue | **Cooper and Cooper S Models Only:** British Racing Green  
**Cooper S and JCW Models Only:** Thunder Gray | **JCW Only:** Rebel Green



# THE NEW MINI CONVERTIBLE.

Grab a fresh perspective of the world from inside the MINI Convertible. With all the punch of a classic MINI in a drop-top package, the MINI Convertible proves life is more exciting with the top down.



### 3-IN-1 ROOF.

Most convertibles are binary: open or closed. Our soft-top has a half-open setting you can adjust while driving at any speed.



### ACTIVE ROLLOVER PROTECTION BAR.

This frame-mounted safety bar automatically deploys within milliseconds should your safety systems detect a rollover.



### MINI YOURS INTERIOR STYLE PIANO BLACK ILLUMINATED.

Immerse yourself in British heritage with this optional illuminated cabin trim.



### RAIN WARNER.

The Rain Warner function alerts you when inclement weather is imminent and your MINI Convertible's roof is open.

*AVAILABLE COLORS (see inside back cover flap for swatches)*

**All Models:** Caribbean Aqua, Electric Blue, Solaris Orange, Pepper White, White Silver, Melting Silver, Moonwalk Gray, Midnight Black, Chili Red, Starlight Blue, MINI Yours Lapisluxury Blue | **Cooper and Cooper S Models Only:** British Racing Green  
**Cooper S and JCW Models Only:** Thunder Gray | **JCW Only:** Rebel Green

# THE MINI CLUBMAN.

With its roomy interior, crafted from top-quality materials, the MINI Clubman is the most charming and sophisticated MINI we've ever made. If that's not enough, its split rear doors and available ALL4 all-wheel drive put it in a class of its own.



## SPLIT REAR DOORS.

Rear loading is easy with wide-open access to up to 47.9 cubic feet of cargo space.



## SOPHISTICATED INTERIOR.

The Clubman's premium not pretentious cabin sets a new standard with top-shelf finishes and MINI Yours Lounge Leather Upholstery.



## SPACIOUS PREMIUM DESIGN.

Six doors, comfortable seating for five, top-shelf finishes and plenty of cargo space make for refined versatility.



## COMFORT ACCESS AND SMART OPENER REAR DOORS.

With your key fob on you, unlock and start your MINI or even open the motion-activated Split Rear Doors with a wave of your foot.



*AVAILABLE COLORS (see inside back cover flap for swatches)*

**All Models:** Pure Burgandy, Melting Silver, Moonwalk Gray, Midnight Black, Chili Red, Pepper White, White Silver, Digital Blue, British Racing Green, MINI Yours Lapisluxury Blue | **Cooper S and JCW Models Only:** Thunder Gray | **JCW Only:** Rebel Green



# THE MINI COUNTRYMAN.

The biggest MINI yet offers standard features you might expect to be optional. With more room, more comfort and available ALL4 all-wheel drive, the MINI Countryman is designed with adventure in mind.



### ROOM FOR FIVE.

Our largest and roomiest model yet, the Countryman comfortably seats five with generous cargo space to spare.



### DUAL-PANE PANORAMIC SUNROOF.

Let in the great outdoors with this standard feature that extends to the back seat.



### TAILORED INTERIOR.

The sophisticated cabin sets a new standard in its class with top-shelf finishes and finely-crafted leather upholstery.



### ALL4 ALL-WHEEL DRIVE.

Available ALL4 is one of the foremost all-wheel drive systems in its class for superior all-weather capability and traction on all surfaces.

AVAILABLE COLORS *(see inside back cover flap for swatches)*

**All Models:** Island Blue, Chestnut, Light White, British Racing Green, Melting Silver, Moonwalk Gray, Midnight Black, Chili Red, MINI Yours Lapsluxury Blue | **Cooper S and JCW Models Only:** Thunder Gray | **JCW Only:** Rebel Green

# THE MINI COUNTRYMAN PLUG-IN HYBRID.

With eALL4 all-wheel drive, a spacious interior for five, and more advanced technology than any other MINI, the MINI Countryman Plug-In Hybrid is powerfully versatile. Optional charging uses most standard wall outlets — or you can fill-up at your local gas station. It's your choice.



## EASY CHARGING. EASYGOING.

Runs on gasoline, electric power, or both, giving you a flexible range of power options.



## eALL4 ALL-WHEEL DRIVE.

A groundbreaking, electric-enhanced eALL4 all-wheel drive system combines the power of an electric motor with a gasoline engine.



## eDRIVE SWITCH.

Three power modes to optimize your driving performance: Auto eDrive, Max eDrive and Save Battery.



## eDRIVE ELECTRIC MOTOR.

Seamlessly manage power between a paired TwinPower Turbo gas engine and eDrive Electric Motor for an impressive total of 221hp.

**AVAILABLE COLORS** (see inside back cover flap for swatches)

Island Blue, Thunder Gray, Light White, British Racing Green, Melting Silver, Moonwalk Gray, Midnight Black, MINI Yours Lapisluxury Blue



MINI ELECTRIC



# MINI JOHN COOPER WORKS — STREET PERFORMANCE REDEFINED.

Our premium performance models are named after the legendary John Cooper — the man who turned the original Classic Mini into the track-ready Mini Cooper and unleashed it onto an unsuspecting racing world. Today, MINI John Cooper Works are the most powerful and competitive MINI models ever built, engineered to get your heart racing and adrenaline pumping.



# IT ALL BEGINS WITH MINI JOHN COOPER WORKS.

When our Engineers set out to design a new MINI, they always start with MINI John Cooper Works models. Once they've built and perfected the most powerful and commanding MINI, they base all other models on this high standard.



**THE MINI JOHN COOPER WORKS HARDTOP.**  
For iconic looks and high performance, it's a classic choice.



**THE MINI JOHN COOPER WORKS CONVERTIBLE.**  
Perfect when you love both open throttles and open tops.



**THE MINI JOHN COOPER WORKS CLUBMAN ALL4.**  
For those as comfortable with tailor-made suits as racing suits.



**THE MINI JOHN COOPER WORKS COUNTRYMAN ALL4.**  
The roomy choice for adrenaline-fueled excursions far and near.



# NO STRANGER TO THE PODIUM.

In 1961, the ground-breaking Mini caught the attention of British racing legend John Cooper. Thanks to its superior design and engineering, this underdog blew away the competition with its ability to outrace and outlast the bigger sedans of the day.

Ever since, MINI has made regular visits to the winner's circle and chalked up numerous national and international race wins — including three at the prestigious Monte Carlo Rally and four Dakar Rallies in a row. Most recently, MINI made three visits to the podium in the 2017 Continental Tire Sports Car Challenge series, proving that our passion for racing lives on.



# DETAIL DRIVEN.

Attention to detail is part of what makes driving a MINI a premium experience. You can expect craftsmanship in every seam, edge, curve and stitch. From its precise engineering to its lush interior cabin, MINI sets the standard for sophistication and style.



# ALL4 FOR ALL ROADS.

The MINI ALL4 All-Wheel Drive system — along with Dynamic Stability Control — calculates the ideal traction distribution to optimize control and enhance agility, so you're always ready for the road ahead. Available in MINI Clubman and Countryman models.





# MINI TAKES THE STATES.

MINI Owners are a unique community. They rally online and at events, and are passionate about everything MINI. They are part of what makes MINI so special. We can't think of a better way to show our love for them than bringing everyone together for **MINI TAKES THE STATES**.

In 2018, this highly-anticipated biennial celebration is going bi-coastal. MINI Enthusiasts and MINI USA Staff will launch from both coasts on July 14th and rally to Keystone, Colorado, where they will converge for a weekend-long MINI meet-up of epic proportions.

So whether you join us for a few days or rally to the Rockies, **MINI TAKES THE STATES** is a perfect way to experience More of What Matters, and see first hand what makes MINI so different.



# ONCE AGAIN, THE WHEEL CHANGES EVERYTHING.

**MINI Connected** is the intuitive command center for your MINI, putting a wide range of tools, services and apps at your fingertips. Get directions, keep in touch with friends, find parking, and more — it's innovation, front and center.

Just a few of the standard and optional features that turn any trip into a high-tech adventure:



## **NAVIGATION.**

Travel to your destination in confidence with turn-by-turn directions so you can keep your eyes on the road. With calendar appointment integration, it will even tell you when it's time to leave.



## **APPLE CARPLAY™.**

CarPlay® is a smarter, safer way to use your iPhone® in the car. CarPlay takes the things you want to do with your iPhone while driving and wirelessly puts them on the MINI Connected display.



## **RESPONSIVE TOUCHSCREEN DISPLAY.**

The optional 8.8" touchscreen display puts navigation and media controls at your fingertips.



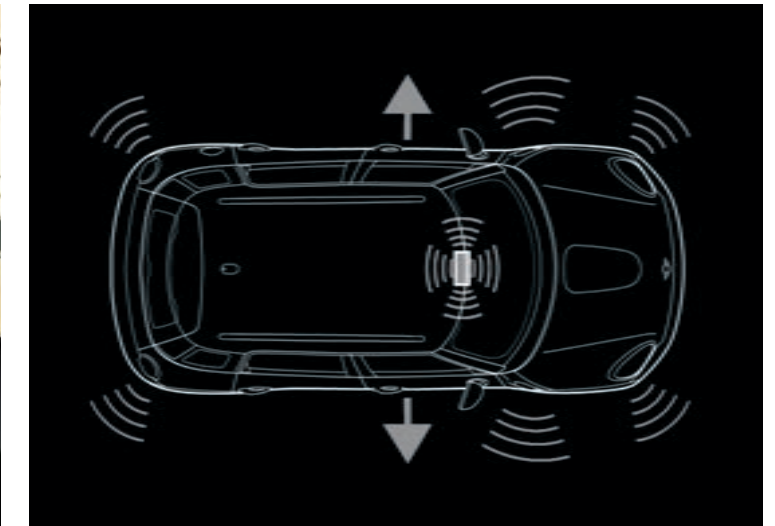
# SAFETY RUNS IN THE FAMILY.

**YOU CAN NEVER BE TOO SECURE.** That's why every MINI is packed with safety features in a compact, efficient package. However, avoiding an accident in the first place is a much better outcome, which is why every MINI includes a host of active safety features including Dynamic Stability Control and the latest-generation four-channel Anti-lock Brake System.



## HEAD-UP DISPLAY.

This retractable display puts essential motoring info — speed, navigation instructions, stereo and other alerts — closer to your line of sight.



## CRASH-TEST GENIUS.

In the event of an impact accident, doors unlock, interior and hazard lights turn on and the fuel pump shuts down. A car that can think for itself in the event of an accident — brilliant.

## ADDITIONAL SAFETY FEATURES

Eight airbags standard on MINI Hardtop 2 Door and 4 Door, Clubman and Countryman models.  
Six airbags on the MINI Convertible.\*

Rigid body structure and advanced crumple zones channel collision forces away from the passenger compartment.

Standard Anti-lock Brake System with Corner Brake Control helps to ensure optimum braking performance in any situation.

Available Dynamic Traction Control with Electronic Differential Lock Control for enhanced cornering, standard on John Cooper Works.

\* Airbags on all models may not deploy simultaneously.

# ADD MORE FUNCTION AND MORE STYLE WITH MINI ACCESSORIES.

It's easy to make any MINI reflect your undeniable style, thanks to the hundreds of MINI Accessories we offer. Whether you're designing a new MINI or looking to add another personal touch to your current one, we have performance parts, technology, custom graphics, design accents, and more. All orders can be placed either online or through your local dealer.





CERTIFIED  
PRE-OWNED



# A CERTIFIED PRE-OWNED MINI HAS MORE TO GIVE.

Not every MINI vehicle can become a Certified Pre-Owned MINI. The process to qualify for the MINI CPO program is comprehensive, the selection criteria are rigorous, and the procedures are meticulously performed. Only vehicles meeting these standards can become a Certified Pre-Owned MINI, putting them in a class apart from other pre-owned vehicles.

## PROGRAM DETAILS

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**Less than 5 years old.** Although every MINI is young at heart, a Certified Pre-Owned MINI is actually still young.

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**Less than 60,000 miles.** Low mileage means plenty of serious adventures still to come.

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**Genuine MINI parts.** Any parts used to repair or service MINI CPO vehicles are the real deal — 100% MINI.

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**MINI Certified Pre-Owned Limited Warranty\*.** MINI Certified Pre-Owned Protection Plan is up to 6-year/unlimited mile warranty\* from original in-service date.

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**Roadside Assistance plan.** On the off chance of a breakdown, Roadside Assistance will come to you and help get you back on your way ASAP — 24 hours a day, 7 days a week. Roadside Assistance is good for the length of your protection plan.

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**Rigorously inspected.** MINI trained technicians inspect and certify every MINI CPO candidate.

\* The MINI Certified Pre-Owned Limited Warranty provides coverage for 1 year with unlimited miles after the expiration of the 4-year/50,000-mile (whichever comes first) MINI New Vehicle Limited Warranty. That's coverage for up to a total of 5 years with unlimited miles from the vehicle's original in service date. Additional plans are available to extend your vehicle's coverage up to a total of 6 years with unlimited miles. Every MINI CPO also comes with 24/7 Travel Protection through MINI Roadside Assistance coverage for 1 year with unlimited miles. See your MINI dealer or visit [miniusa.com/minicpo](http://miniusa.com/minicpo) for complete details of warranty coverage.

[miniusa.com/minicpo](http://miniusa.com/minicpo)

# PICK YOUR MINI.

MINI's world-renowned handling now comes in more sizes than ever. From a 4 Door version of the iconic Hardtop to the sophisticated and spacious Clubman and the adventurous Countryman, you're sure to find the MINI to fit your style. Be sure to visit us at [miniusa.com](http://miniusa.com) to configure your MINI and make it part of your family.



**THE MINI HARDTOP 2 DOOR.**  
*Iconic styling that started it all. Updated to be feistier and more fun, but still has the soul of the original MINI.*

**Available in 3 models:**

- Cooper
- Cooper S
- John Cooper Works



**THE MINI HARDTOP 4 DOOR.**  
*Same handling — more handles. It's the iconic MINI styling you love with double the doors.*

**Available in 2 models:**

- Cooper
- Cooper S



**THE MINI CONVERTIBLE.**  
*The sky's the limit. We've combined endless headroom with the heartbeat of the original.*

**Available in 3 models:**

- Cooper
- Cooper S
- John Cooper Works

**Cooper** models are sporty and spirited with 134hp and 162 lb-ft of torque.  
**Cooper S** models deliver even more thrills with 189hp and 207 lb-ft of torque.  
**John Cooper Works** boast race-inspired power with 228hp and 258 lb-ft of torque.



**THE MINI CLUBMAN.**  
*With six doors — including a split rear door — it's the most charming and sophisticated MINI we've ever made.*

**Available in 5 models:**

- Cooper
- Cooper ALL4
- Cooper S
- Cooper S ALL4
- John Cooper Works ALL4



**THE MINI COUNTRYMAN.**  
*The biggest, most adventurous MINI offers standard features you might expect to be optional.*

**Available in 5 models:**

- Cooper
- Cooper ALL4
- Cooper S
- Cooper S ALL4
- John Cooper Works ALL4



**THE MINI COUNTRYMAN PLUG-IN HYBRID.**  
*The first hybrid vehicle from MINI — gas practicality with electric efficiency in a fun-to-drive package.*

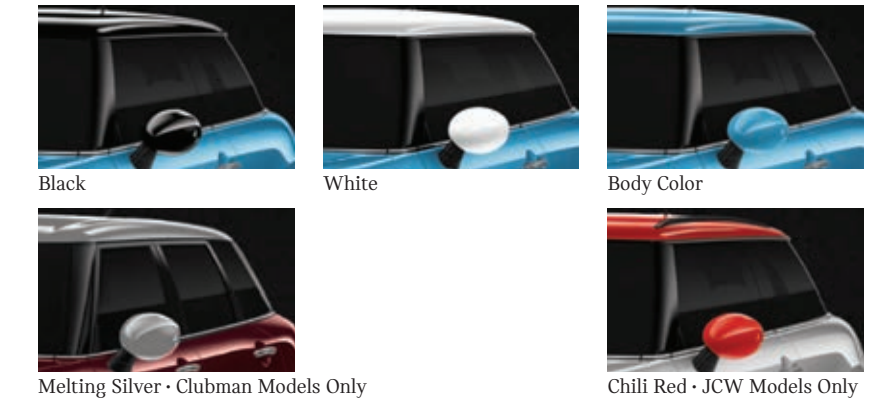
**Available as:**  
 Cooper S E ALL4

# PICK YOUR COLOR.

See model pages for color availability.



## Roof & Mirror Cap Colors



Certain body color and roof/mirror combinations are not available. Check with your Dealer for details.



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MINI-0318-65,000-F54, F55, F56, F57, F60 for use 03/18 - 10/18



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