



■ NEW MINI COOPER
■ NEW MINI COOPER S

■ MINI COOPER CONVERTIBLE
■ MINI COOPER S CONVERTIBLE



LET'S FORGET ALL OUR ASSUMPTIONS ABOUT CARS.

If you're going to motor, motor in a strange and wonderful alchemy of steel, aluminum, graphite, dreams and sweat. Motor in something built by designers who used paper and pencil instead of computers. By designers who listened to their hearts, not focus groups.

Motor in a machine that's more than a pretty face. Every MINI is small but packed with as many features as some cars costing three times as much. Read on and soon you'll understand why MINI is in a class of one.

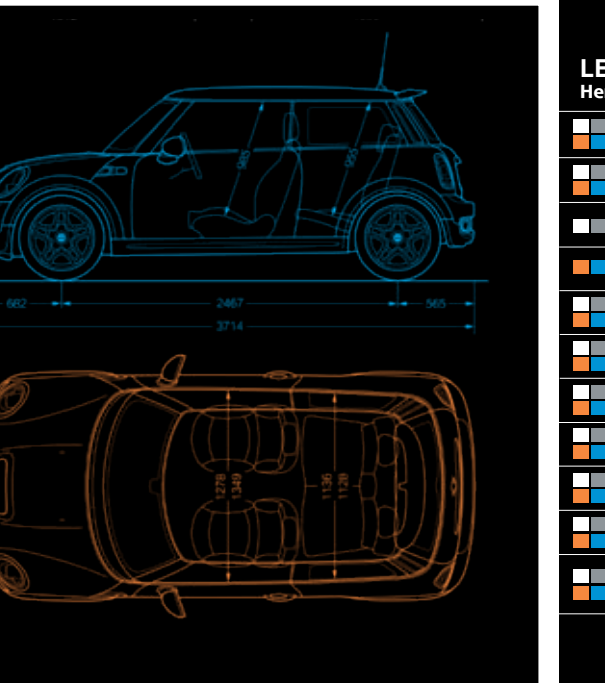
LET'S BE SMART.

■ ■ ■	Six standard airbags: Smart technology knows which airbags need to inflate when, and at what speed and force
■ ■ ■	Advanced Head Protection System (AHPS II). Two airbags that are technically not airbags. Call them sausages. They extend from A-pillar to C-pillar on both sides of the car. They protect all passengers' heads and stay inflated longer than conventional airbags to keep protecting in the event of multiple impacts.
■ ■ ■	Rear Roll Hoops and reinforced A-pillar and frame for added rollover protection
■ ■ ■	Four standard airbags: Smart technology knows which airbags need to inflate when, and at what speed and force
■ ■ ■	Side thorax airbags in the sides of the front seats that protect the bodies and the heads of the driver and front co-pilot
■ ■ ■	Advanced crumple zones re-channel forces around the passenger compartment rather than through it
■ ■ ■	The latest generation 4-channel Anti-lock Braking System (ABS). Vented in front, solid in back. Brake surface area is larger than the entire wheel on a classic Mini.

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■ ■ ■	High-tech CBC, EBD and DSC braking systems. Features too intensive to go into and short-change here. Be sure to visit MINIUSA.COM to learn the full story.
■ ■ ■	Flat tire monitor: Alerts driver the moment a tire's revolution rate changes, indicating tire integrity has been compromised
■ ■ ■	Side-impact door beams are massive and, well, protect against side impact
■ ■ ■	Engine designed to break away from its mounts in a head-on collision to help protect the legs of the driver and front co-pilot



LET'S SWEAT THE DETAILS.

Here's a quick-reference list of the most notable standard features on a MINI. Some we haven't mentioned yet. And some are too good not to repeat.

■ ■ ■	MacPherson strut front suspension w/multi-link rear suspension	■ ■ ■	Corner Brake Control (CBC)
■ ■ ■	Multifunction steering wheel	■ ■ ■	Electronic Brakeforce Distribution (EBD)
■ ■ ■	Electric, engine-speed-sensitive, power steering	■ ■ ■	Split fold-down rear seats for expandable cargo space
■ ■ ■	Electro-hydraulic, engine-speed-sensitive, power steering	■ ■ ■	Side-impact door beams with interlocking anchoring system
■ ■ ■	Front and rear anti-roll (stabilizer) bars	■ ■ ■	Engine Immobilizer with coded driveway protection
■ ■ ■	Flat tire monitor	■ ■ ■	Climate controlled glove box
■ ■ ■	Driver/co-pilot seat-mounted, side-impact airbags	■ ■ ■	Air conditioning with microfilter and air-recirculation
■ ■ ■	Center-mounted speedometer	■ ■ ■	Remote entry, including 2-step unlocking and trunk release
■ ■ ■	Steering column-mounted tachometer	■ ■ ■	Speed-sensitive intermittent windshield wipers
■ ■ ■	Anti-lock Braking Systems (ABS)	■ ■ ■	Power windows with "one-touch" down operation
■ ■ ■	Driver and co-pilot airbags – Supplemental Restraint System, with "smart" dual-threshold, dual-stage deployment	■ ■ ■	Service interval indicator with miles-to-service readout

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■ ■ ■	Optional center armrest
■ ■ ■	Advanced Head Protection System (AHPS II)
■ ■ ■	Convenient rear cargo position
■ ■ ■	Rear windshield wiper



WARRANTY*

At MINI, our commitment to quality and customer satisfaction is clearly demonstrated by a 4-year/50,000-mile New Passenger Car Limited Warranty, and a 12-year/unlimited-mileage limited warranty against rust and corrosion perforation.

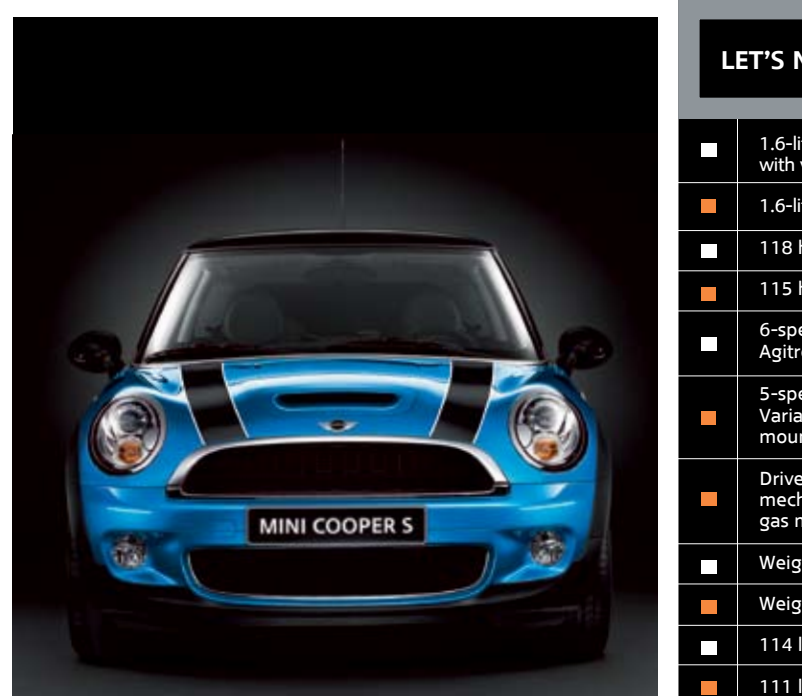
FULL SCHEDULED MAINTENANCE IS STANDARD*

MINI also wants to ensure the proper performance of your vehicle, so we offer full maintenance as standard for 3 years/36,000 miles.

ROADSIDE ASSISTANCE PROGRAM*

The MINI Owner experience continues out on the road. You are only a toll-free phone call away. The MINI Roadside Assistance Program is available 24-hours a day, anywhere in the U.S., Canada and Puerto Rico. The program offers towing, lock-out service, on-site assistance and even custom computerized trip routing services. And for a nominal fee, the MINI Service Card extends this service after the New Passenger Car Limited Warranty for as long as you wish.

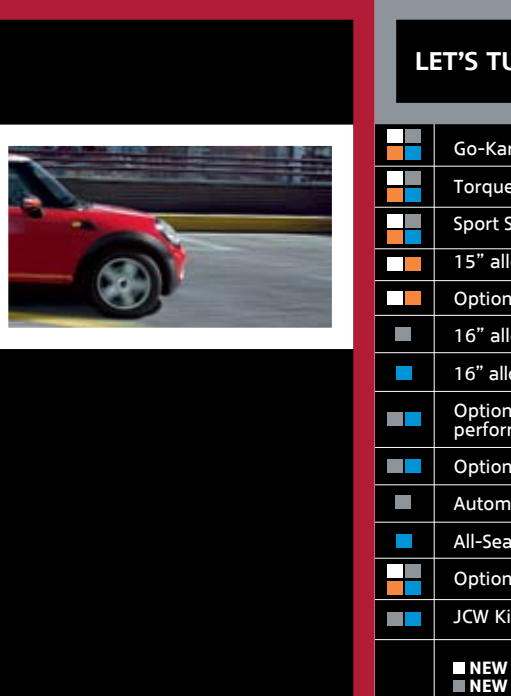
*For a list of terms and conditions for all the good stuff above, visit MINIUSA.COM.



LET'S NOT TAKE SLOW FOR AN ANSWER.	
	1.6-liter overhead cam (OHC), 16-valve inline 4-cylinder engine with valvetronic & VANOS
	1.6-liter overhead cam (OHC), 16-valve inline 4-cylinder engine
	118 horsepower @ 6000 rpm
	115 horsepower @ 6000 rpm
	6-speed manual Getrag transmission or 6-speed Aisin Agitronic (Automatic) transmission
	5-speed manual Getrag transmission or Continuously Variable (Automatic) Transmission (CVT) with lever-mounted 6-speed steptronic mode
	Drive-by-Wire electronic throttle control. Replaces mechanical linkage. Provides instant power, optimal gas mileage and minimal emissions.
	Weight unladen: 2546 lbs (6-speed) 2634 lbs (Automatic)
	Weight unladen: 2,700 lbs (6-speed) 2,734 lbs (CVT)
	114 lb-ft of torque @ 4500 rpm 0-60 in 8.5 seconds
	111 lb-ft of torque @ 4500 rpm 0-60 in 8.9 seconds

	Turbocharged, direct-injection 1.6-liter overhead cam (OHC), 16-valve inline 4-cylinder engine
	Supercharged, intercooled 1.6-liter overhead cam (OHC), 16-valve inline 4-cylinder engine
	172 horsepower @ 5500 rpm
	168 horsepower @ 6000 rpm
	6-speed manual Getrag transmission or 6-speed Aisin Agitronic (Automatic) transmission
	6-speed manual Getrag transmission or automatic transmission with steering column-mounted paddle shifters
	Drive-by-Wire electronic throttle control, with the same benefits you just read about
	Engine oil cooler
	Piston-cooling jets
	Weight unladen: 2668 lbs (6-speed), 2723 lbs (Automatic)
	Weight unladen: 2,844 lbs (6-speed), 2,888 lbs (A6)
	177 lbs-ft torque @ 1600-5000 rpm 0-60 in 6.7 seconds
	162 lb-ft torque @ 4000 rpm 0-60 in 7.0 seconds

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LET'S TURN EVERY WHICH WAY BUT BACK.	
	Go-Kart-like handling
	Torque-steer-squashing equal length drive shafts
	Sport Suspension with front and rear anti-roll stabilizer bars
	15" alloy wheels with all-season or performance tires
	Optional 16" alloy wheels with run-flat performance tires
	16" alloy wheels with run-flat all-season tires
	16" alloy wheels with run-flat all-season or performance tires
	Optional 17" alloy wheels with run-flat all-season or performance tires
	Optional Limited Slip Differential (LSD)
	Automatic Stability Control + Traction (ASC+T)
	All-Season Traction Control (ASC)
	Optional Dynamic Stability Control (DSC)
	JCW Kit available

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COOL BLUE

HOT ORANGE

CHILI RED

SPARKLING SILVER

PURE SILVER

BRITISH RACING GREEN

DARK SILVER

LIGHTNING BLUE

ASTRO BLACK

NIGHTFIRE RED

PEPPER WHITE

MELLOW YELLOW

LASER BLUE

Roof White

Roof Black

Roof Green

Roof Blue

Not all colors available on all models. For example, Laser Blue is only available on the New Cooper S. Hot Orange and Cool Blue are only for the Convertibles.

MINI Cooper and MINI Cooper S

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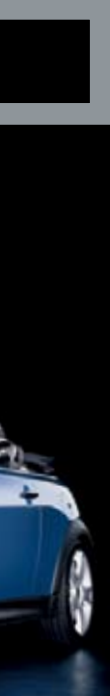
WHY THE CONTRASTING ROOF? Back in the day when MINIs ruled at Monte Carlo, the roof was painted so that even at a distance it could be spotted in a crowd. Of course, being in front always helped, too.



LET'S DESIGN OUR OWN.

Visit MINIUSA.COM to build and accessorize your own MINI. And check out all of the new interior treatments for 2007. You can also pick up some gear, locate a Dealer, or learn more about MINI and motoring. Or visit because you're bored and need a decent site to check out. We're good for that, too.

Most wheels also available in white.



LET'S ALWAYS BE OPEN.	
Before jumping into the MINI Cooper Convertible or the MINI Cooper S Convertible, be sure to check your local helmet laws.	
	Fully automatic convertible top that folds down in 15 seconds
	Sunroof feature
	Heated glass rear window
	Drop-down tailgate with easy-load feature. The z-shaped folding mechanism of the roof allows for ample cargo space even when the roof is down.

Open motoring can take some getting used to and it can be a difficult commitment. Luckily, the MINI Convertible comes complete with a sunroof stage. The first week, simply motor with the sunroof open every day. Each week, change a sunroof day into a completely open day. Within two months, you will be an open motoring pro.

Stage 0 (Closed): Possible, but this does not count as a stage.

Stage 1 (Sunroof): The best way to introduce yourself to the open motoring lifestyle.

Stage 2 (Open): This is the Holy Grail of stages.

MINI. LET'S MOTOR.®

Find a MINI Dealer at **MINIUSA.COM.**



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