



Press Information
04.01.2006

MINI Canada announces launch of all new MINI SKINI.
50 horsepower scooter developed in Canada.

Whitby, ON...MINI Canada today announced the addition of an all new product - the MINI SKINI scooter. Product development of this newest addition to the MINI lineup was initiated in Canada. MINI has leveraged its alliance with BMW Motorrad to produce the model year 2007 MINI SKINI beginning in April 2006, with retail ordering commencing immediately. The first Canadian customers will take deliver of MINI SKINI in June 2006.

Based on a 220cc, Air-Cooled, 4-Stroke engine, Telelever front suspension and a rigid open top chassis, the MINI SKINI remains true to MINI's stake on fun and performance. Producing 50 horsepower at 7,800rpm, the MINI SKINI scooter puts power to the ground through the all-new MINI Advanced 2x2 Intelligent All Wheel Drive System, a first in the MINI product lineup.

"The new SKINI is a natural addition to the MINI Brand. Its compact exterior dimensions, combined with its aggressively sporty appearance, make it the obvious choice for customers who've considered MINI in the past but found the Cooper to be just a little too big for their needs," says Stephen McDonnell, Director, MINI Canada. "All in all, the SKINI has captured a corner of the market, as yet uncharted by any other premium brand!"

As a result of exceedingly fast product development, online advertising efforts for MINI SKINI will commence immediately. The online banner and big box ad campaign will be featured on TheGlobeandMail.com and TheStar.com, as well as major portals such as MSN.ca and Yahoo.ca. Each online ad will lead surfers to MINI.ca where visitors will find the extensive online MINI SKINI ordering system. The MINI SKINI online campaign was developed in conjunction with TAXI Toronto and Blast Radius.

MINI Canada has invested in an extensive online ordering system for the MINI SKINI that includes a full lineup selection configurator. The MINI SKINI online ordering system utilizes the latest online technology software to allow visitors to experience MINI excitement first hand. MINI.ca visitors can personalize their MINI SKINIs by selecting their preferred colour combination. The MINI SKINI is available in the full range of current MINI colours. Rather than selecting a roof colour for your MINI, the SKINI configurator allows you to select mirror and seat colours. Visit MINI.ca to build your own MINI SKINI and place your order today.

Pricing of the MINI SKINI will be announced closer to market launch.

- more -

The full product equipment list for MINI SKINI is as follows:

- Powertrain
 - 220cc, Air Cooled, 4-Stroke Engine

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a BMW Group Company

division de
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- Developed in conjunction with a leading Go-Kart engine manufacturer
- Rated Power: 50hp @ 7,800 RPM
- Maximum engine speed: 10,000 RPM
- Drive-by-wire throttle
- Drivetrain
 - Advanced 2x2 Intelligent All Wheel Drive System
 - Infinitely variable torque distribution in combination with ASC+T and optional ALC (Anti-Lean Control) sensors to maximize traction
 - Sealed shaft drive for low maintenance and high reliability
 - 6 speed CVT transmission. Includes optional handlebar mounted Steptronic paddle shifter with multifunction sport handlebar.
- Chassis/Suspension
 - Rigid aluminum monocoque space frame with carbon fibre reinforced cowl for maximum lateral and torsional rigidity
 - Modified Telelever suspension with external pneumatic pre-load adjustment
 - Sport Suspension Plus (only with ALC)
 - Automatic Stability Control + Traction (ASC+T)
- Cockpit
 - MINI centre-mounted speedometer with built-in digital tachometer
 - On-Board Computer
 - Three-Stage heated and ventilated seat
 - Two-Stage heated grips and side view mirrors
- Exterior
 - Bi-Xenon Headlight with high pressure headlight washing system.
 - Chrome tail pipe finisher
- Paint, Upholstery & Trim
 - Chili Red, Pepper White and Dark Silver carried-over from MINI Cooper S
 - Mellow Yellow and Lightning Blue added
 - Leatherette Upholstery
 - Gore-Tex leather seat cushion with Sun Reflective Technology (SRT) providing ultimate all-weather scootering.
 - White fender, mirror caps and seat cushion optional.
- Wheels & Tires
 - 10" Tubeless Runflat Cross-Spoke Alloy Wheels
- Safety & Technology
 - S.M.A.R.T. Airbag Technology
 - Electro Hydraulic Power Assisted Steering
 - Semi-Integral Anti-Lock Braking System (ABS)

- more -

BMW Group Canada, based in Whitby, Ontario, is a wholly-owned subsidiary of BMW AG and is responsible for the distribution of BMW luxury performance automobiles, Sports Activity Vehicles, Motorcycles, and MINI. BMW Group Financial Services Canada is a division of BMW Group Canada and offers retail financing and leasing programs on new and pre-owned BMW and MINI automobiles, as well as retail financing for new and pre-owned BMW Motorcycles. A total network

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of 39 BMW automobile retail centres, 18 BMW motorcycle retailers, and 22 MINI retailers represents the BMW Group across the country.

-30-

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