It’s the image of you

MinipassionMini.com
“We made a car that was so unusual that it automatically became a status symbol.”
"For anyone between 25 and 45, the Mini was part of growing up. It gave mobility to millions and bankrupted textile mills by leading the way to mini-skirts (sigh)." — Peter Sellers, June 1979

Just as well that Sir Alec Issigonis, Mini's creator, was not put off by failing his maths exam three times at Battersea Technical College. If he had given up trying to become an automotive engineer, the most brilliant idea in the history of the industry would never have seen the light of day. And millions of people would have missed out on the best fun to be had on four wheels.

The man who created one of the design icons of our time was totally unafraid of coming up with ideas that had never been tried before. When Mini appeared in 1959 it was boldly different from any other car on the road and packed with daring innovations. Other motor manufacturers were quick to copy the ideas, but they've never been able to copy the style.

Sensibly, Mini's makers haven't changed it either. The brand new Mini you can buy today is still the original. Although the latest Mini has major new safety features.

And offers you more style choices than you could ever dream of. From the sporty to the retro, from the classically luxurious to the flamboyantly stylish.

You've never had a better chance to say who you are.
"I've styled my cars so that they couldn't be obsolescent." Sir Alec Issigonis.

The production line Mini's cheeky looks are timeless. It's still the essential Mini of more than three and a half decades ago, although more refined and far better equipped.

Today's Mini provides some major new safety features. A driver's airbag is standard. As are sophisticated front seatbelt pre-tensioners, and high strength door side intrusion beams. There's even a headlamp levelling control to keep your lights correctly aligned when you've got friends in the back.

You'll be glad to know that the modern Mini is still a lovely little mover. What other car, large or small, could ever give you so much fun?

The fun lives on today, with Mini's low centre of gravity, small size and wheel at each corner design helping it to stay glued to the road. But it's the razor sharp response of the steering which does more than anything for the 'little factor' of Mini driving.

It's quick as a wish and unbelievably accurate. It's also very satisfying. Who doesn't enjoy nipping into the small parking space that others have to pass by? Or slipping into the multi-storey space signed 'Mini's only, next to the Rolls Royce which does not enjoy such exclusive treatments.

"Still no modern car has better steering." Roger Bell

MinipassionMini.com
The latest Mini comes equipped with a full range of safety features as standard, with a driver's airbag, front seatbelt pre-tensioners and door beams.

Mini's frisky 1275cc engine is the cat's whiskers, now with microchip controlled twin-point fuel injection. It's the same unit that won all those rally victories.

Mini's talents may dazzle you but your headlamps shouldn't bother other drivers, with the new electric headlamp levelling control.

3 2 1 0

On every Mini there's the protection of a driver's airbag as standard, activated by microprocessor control in a severe forward impact.

To help keep you safe and sound, Mini now has high strength steel door beams.

All Minis now have twin-point fuel injection.

So that you don't get too steamed up, the latest Mini has doubled the number of heater fan speeds from one to two. (After all, a heater wasn't even a standard fit when this hot little number first took to the streets.)

Mini's advanced new front seatbelt pre-tensioners help keep you securely seated.

MinipassionMini.com
"Thank you Sir Alec Issigonis.

With its unfair advantages on the roads, Mini transformed the appeal of saloon car racing almost overnight. Racing has moved on a great deal since 1959, with its space-age technology and armies of mechanics. But that didn't bother Paddy Hopkirk and his Mini Cooper when they returned to the Monte Carlo Rally in 1994.

Throughout the arduous six-day event the French crowds cheered at the spectacular antics of the little car they dubbed ‘Le Mini Anglais’, as the Cooper fought its way up to win fourth place in its class. Proving yet again that the legend lives on.

MinipassionMini.com
“Don’t expect me to be modest about the Mini. I’m very proud that it has run for so long and it still looks like the car we designed.” Sir Alec Issigonis.

It’s still the original. But the thoroughly modern Mini has a great deal to offer you in addition to sheer fun. It has major new safety features. With a driver’s airbag, high strength steel door beams, and front seatbelt pre-tensioners.

Today’s Mini is tough on the thief. With a standard anti-theft alarm, passive engine immobilisation, and locking wheel nuts. Plus a security coded in-car audio system with removable faceplate.

And it’s beautifully appointed. With a choice of stunning paint colours, tinted glass, and head turning alloy wheels. Slip into stylish new seats with elegant Balmoral facings. Admire the expanse of burr walnut on the dash.

Further touches of luxury include the leather trimmed steering wheel and gearknob. Enjoy the sound of the electronic steering in-car audio system.

Then try to think of any other small car that gives you so much. The Mini ‘Wow’ factor has never been so strong.
The Mini Cooper inspires admiration. What other car has taken on so much and won against all the odds, time after time?

Small, yes. But indomitable. Even before John Cooper worked his magic, Mini was stunningly fast by small-car standards. The latest Cooper still leaves its small-car rivals trailing. Why shouldn’t it flaunt its pedigree?

So it blares ahead with front driving lamps, wearing the traditional livery of white roof and white bonnet stripes, in addition to the Cooper decals at the rear. Corners with its usual panache, idled with a mouth-watering roar of sports alloy wheels bearing the Cooper logo. And entertains as much as ever with the punchy 1275cc power unit. The inside story is just as good . . .

"John Cooper paid me to drive - but he didn’t have to."

John Rhodes writer

MinipassionMini.com
When Enzo Ferrari wanted some fun he took to the Italian mountain roads in his Cooper.

The Mini Cooper quickly became a cult. The Aga Khan bought one. So did Steve McQueen and Lord Snowdon. They would appreciate the latest Cooper even more. The interest is enough to raise your pulse rate even before you take to the road.

The seats have sporty black Monaco facings. You can have Black or Stone Beige leather seat trim as an option, bearing the Cooper monogram.

Reassuring safety features include a driver's airbag, door beams and front seatbelt pretensioners. Whilst the standard anti-theft alarm, passive engine immobilisation and locking wheel nuts protect against theft.

There's also a security coded in-car audio system with removable face plate.

Everywhere you look, you'll approve. Lustrous burr walnut veneer adorns the fascia. The instruments have traditional cream dials. Enjoy the satisfying feel of the leather-trimmed gearknob and sports accelerator pedal.

The Cooper looks just what it is - a car with a sporting tradition that no rival can boast.

So you know you're driving a car which isn't dressed up just for appearance's sake. The Mini Cooper is the real thing.

MinipassionMini.com
"For thousands of us who had to get around London quickly, the Mini was like the answer to a prayer – we stuck wickerwork on the side, rushed it up to Oxford Circus and caned it down Park Lane." Peter Sellers

Mini-skirts were driving passing motorists to distraction. Fashion and pop music were being revolutionised.

And Mini was being customised. People treated their Mini as part of their wardrobe. It had to have a particular look all its own.

Now you can do the same. Design your own Mini. You now have the widest choice of style options and accessories ever. Paint colours?

There’s never been so many. Chrome treatments?

Of course. Sports kit?

Definitely. Leather trim?

Go for it.

On the following pages are some themes which you may like to explore. The Retro look, for example. You can drive nostalgia to the limit. Choose from a range of classic paint colours, lovingly re-created from Mini archives.

Mini epitomised the mood of the Swinging Sixties.

Add a retro grille, a Union Jack roof decal, and chequered bonnet stripes. Fit chrome door mirrors and wipers. And take your pick from a choice of accessory alloy wheel styles that are enough to make Mini rivals ache with envy.

There’s no Mini like your Mini. Now you can put together exactly the look you want.
Mini caused the smart set to abandon their Bentleys and dart through the traffic with stickers in their rear windows proclaiming cheekily “You’ve just been Mini’d.”

Create your own Retro Mini, and you can transform the cabin as well as the exterior. You can colour co-ordinate the interior with any of the four classic paint colours. And create a total look inside, from the fascia to the rear seat, and from door to door. The fascia top, steering wheel, gearknob and seats can all be trimmed in matching leather; complemented by a colour-keyed carpet.

Enjoy the traditional look of the alloy door handles, gear lever and instrument surrounds, with oil temperature and battery condition gauges fitted in the fascia. Then go on to choose further individual touches from the biggest range of manufacturer-designed options and accessories any small car has ever offered.

The Retro theme is just one of many possibilities. On the following pages there are more. But don’t feel that you have to follow them slavishly (as if any Mini lover would). Your Mini design adventure is all yours. And Mini’s creator would agree.

When Sir Alec designed the Mini, it was a deeply personal enterprise. “The only way to design a car”, he emphasised, “is to do the whole thing oneself and to have people around you to help you.” Now you can design your own Mini. And we’re giving you all the help you could wish for.

MinipassionMini.com
Sir Alec was astonished when what he had designed as a people's car was snapped up by droves of London glitterati. And ever since Peter Sellers first stuck much wickerwork on the sides, people have customised their Minis.

Now you can choose from a stunning new wardrobe. Dazzling new paint colours feature Mini's "come and get me" looks. Amaranth; a pearlescent purple with an amazing 'rip', which gives it blue notes in sunlight. Volcano: orange like you've never seen it before. Hawaiian: blue has been re-invented.

Get fresh with an electric canvas sunroof which slides back virtually the entire length of the roof. Get into leather – in a choice of optional colours co-ordinated to the bodywork.

Just a few of the possibilities for your new fashion accessory.
Mini is small but perfectly formed. Not the type to have sand kicked in its face.

When the Mini first went rallying, no one believed that a car with so little ground clearance could ever survive. But Mini mixed well with the mud and the rough, as countless larger and more powerful competitors soon found to their dismay. And as Timo Makinen and all the others who piloted low flying Minis to victory would agree.

If you want to underline your Mini’s prowess and sporting history, the Sports pack option does the job. We’ll fit extremely large, dramatic looking and extra grippy 1½” X 6” alloy wheels with low profile tyres and body colour wheelarch spats. You’ll also get two auxiliary driving lamps and two front fog lamps for total brilliance on dark bends. And a big bore chrome exhaust pipe finisher.

Inside, you can give extra emphasis to your Mini’s sporting personality by adding oil temperature and battery condition gauges. Plus a polished alloy gearknob, complemented by drilled alloy door releases, door pulls and window winders.

There’s a fantastic choice of accessory alloy wheels. If you prefer, you can also have an interior in totally colour-keyed leather, from the fascia and steering wheel to the seats and gearknob, with matching carpet. The choice of paint colours includes sporty British Racing Green, Flame Red or the classic Almond Green. Demonstrate that you’re at home in the rough with a steel sump guard, Cooper mudflaps and driving lamp covers. Keep fit with Mini, and enjoy yourself.

MinipassionMini.com
A number of police forces used the MK II Cooper S as a patrol car, on the principle that it takes one to catch one.

Sir Alec's brief was to design a car that would "knock all the bubble cars off the road". The Mini Cooper was unusual, frightening much larger cars on the circuit.

The Mini team won the Monte Carlo Rally in 1964, 1965 and 1966 - only to have the prize snatched from their grasp in '66 because of a technicality. In '67 the team went back to the Monte in a mean mood and wiped the floor with the opposition to clinch the coveted hat-trick.

One of the most responsive, sensible and just plain wonderful cars ever made.
The early Mini bore all the personal hallmarks of its creator, Sir Alec Issigonis. He hated radios in cars, so there was no place for a radio. Not so today - you can have a CD player if you like. Today’s Classic Luxury Mini is loaded with the good things in life. Express your personality in the body colour: extrovert Volcano Graphite? Or classic British Racing Green? A wonderful choice of five leather trims can be yours: from Cumulus Grey and Porcelain Green to the elegance of Stone Beige. You can continue the look with traditional wooden window winders, door pulls, door cappings and gearknob to complement the burr walnut veneer fascia. Choose a powered canvas sunroof for a real breath of fresh air. Specially styled alloy wheels remind the world that you’re driving a little car with a big touch of class.

Mini wears luxury with the confidence of experience. When you’ve done so much, you can afford to show off a bit.
“The only lovable car on the road.”

Bernd Pischetsrieder
Chairman of BMW
Your Mini is unique. Always different from any other small car — and any other Mini. Reflecting your personality more than any other car can.

Now you can express yourself to the full with Mini accessories, either at

Express yourself! Your Mini is just as unique as you are. Now you can tell the world.

the time you order your new Mini or at any time afterwards.

You can find out more by asking for the Mini Accessories brochure at your local Rover dealer. They'll also be happy to talk to you about the many other ways you can theme your Mini.

All these items have been specially designed for Mini, and thoroughly tested and approved. So you can be completely confident that you've got the right kit for your best friend.

As an additional safety feature, the high mounted stop lamp warns drivers who are too close for comfort.

By the way, while you're at the Best of Britain with a Union Jack roof decal.

Winning Mini makes the message clear with a chequered roof decal and bonnet stripes.

Add a rear grille, driving lamps and bumpers to complement the Classic Round Green paint finish. It pays to get it, hasn't it.

Fit shining white painted alloy wheels and complete the look with chrome side- and spot.

MinipassionMini.com
Live your Mini! Surround yourself with stunningly designed items that reflect the personality and uniqueness of your one and only.

If Mini was a penknife, what would it look like? Now you know. This unique collection is small but perfectly formed, like the car itself. Brilliantly conceived, beautifully finished and made from top quality materials.

The Mini collection ranges from the superbly practical and stylish to the downright wacky. Every item carries the Mini logo, naturally. Now you can have fun with the car of your life even when you’re not at the wheel.

MinipassionMini.com
Engine and Transmission Availability

<table>
<thead>
<tr>
<th>Model</th>
<th>1.3</th>
<th>Mini Cooper 1.3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Power</td>
<td>65 bhp</td>
<td>90 bhp</td>
</tr>
<tr>
<td>Torque</td>
<td>90 lb ft</td>
<td>110 lb ft</td>
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<tr>
<td>Transmission</td>
<td>4-speed manual</td>
<td>5-speed manual</td>
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Engine

<table>
<thead>
<tr>
<th>Model</th>
<th>Power</th>
<th>Torque</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.3</td>
<td>65 bhp</td>
<td>90 lb ft</td>
</tr>
<tr>
<td>1.6</td>
<td>90 bhp</td>
<td>110 lb ft</td>
</tr>
</tbody>
</table>

Suspension


Steering

- Rack and pinion. Turn circle: 12.6 ft.

Brakes

- Front: ventilated, disc, 11.6 in. Rear: drum, 9.8 in.

Wheels and Tires


Comfort and Convenience

- Rear: electrically operated front and rear head restraints.
- Power steering.

Alloy Accessory Pack

- Window switches, door pulls, door release.

Weld Accessory Pack

- Door sills, sill trim, sill caps.
- Leather glove box, Ashtray, Sun visors with outside mirror.

Safety


Security

- Immobilizer, Keyless entry, Central locking.
- Anti-theft alarm.

Minipassionmini.com
**Paintwork and upholstery**

<table>
<thead>
<tr>
<th>Exterior colours</th>
<th>Mini Cooper</th>
<th>Mini Cooper</th>
<th>Mini Cooper</th>
<th>Mini Cooper</th>
<th>Mini Cooper</th>
</tr>
</thead>
<tbody>
<tr>
<td>Solid colour</td>
<td>Retrim Colour</td>
<td>Colour</td>
<td>Leather Trim</td>
<td>Colour</td>
<td>Leather Trim</td>
</tr>
<tr>
<td>Stone Beige</td>
<td>Stone Beige</td>
<td>Red</td>
<td>Stone Beige</td>
<td>Black, Light Stone Beige</td>
<td>Black</td>
</tr>
<tr>
<td>Black Diamond</td>
<td>Stone Beige</td>
<td>Blue</td>
<td>Stone Beige</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Clearcoat Metallic colours*</td>
<td>Stone Beige</td>
<td>Red</td>
<td>Stone Beige</td>
<td>Black, Light Stone Beige</td>
<td>Black</td>
</tr>
<tr>
<td>Amberite</td>
<td>Stone Beige</td>
<td>Red</td>
<td>Stone Beige</td>
<td>Black, Light Stone Beige</td>
<td>Black</td>
</tr>
<tr>
<td>Hawaiian Blue</td>
<td>Stone Beige</td>
<td>Blue</td>
<td>Stone Beige</td>
<td>Black, Light Stone Beige</td>
<td>Black</td>
</tr>
<tr>
<td>British Racing Green</td>
<td>Stone Beige</td>
<td>Green</td>
<td>Stone Beige</td>
<td>Black, Light Stone Beige</td>
<td>Black</td>
</tr>
<tr>
<td>Pearlcoat colours*</td>
<td>Stone Beige</td>
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<td>Stone Beige</td>
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</tr>
<tr>
<td>Tahiti Blue</td>
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</tr>
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<td>Alizarin</td>
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<td>Stone Beige</td>
<td>Black, Light Stone Beige</td>
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<td>Victoria</td>
<td>Stone Beige</td>
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<td>Stone Beige</td>
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<td>Black</td>
</tr>
<tr>
<td>Classic colours*</td>
<td>Stone Beige</td>
<td>Green</td>
<td>Stone Beige</td>
<td>Black, Light Stone Beige</td>
<td>Black</td>
</tr>
<tr>
<td>Almond Green</td>
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</tr>
<tr>
<td>Soft Blue</td>
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<td>Blue</td>
<td>Stone Beige</td>
<td>Black, Light Stone Beige</td>
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</tr>
</tbody>
</table>

*Mini and Mini Cooper have colour co-ordinated carpets. Colour of carpet shown against each colour option. Two tone mixes with Red carpet, British Racing Green Mini Cooper has a black carpet, etc.

**Optional Classic leather trim availability**

<table>
<thead>
<tr>
<th>Exterior colours</th>
<th>Gingerbread Blue Carpet</th>
<th>Horseradish Red Carpet</th>
<th>Cumulus Grey Red Carpet</th>
<th>Tartan Red Red Carpet</th>
</tr>
</thead>
<tbody>
<tr>
<td>Solid colour</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Stone Beige</td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Black Diamond</td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Clearcoat Metallic colours*</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Amberite</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Platinum Silver</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hawaiian Blue</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>British Racing Green</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

*Optional at extra cost

**Metals and paints contain pigments of aluminium flake, making the paint colour appear to change in black under different light conditions.

Please check with our representative for a colour match, giving the illusion of constantly changing. A spectacular colour under different light conditions.

* Optional at extra cost

**Clearcoat Metallic colours* |                         |                        |                        |                       |
| Amberite         |                         |                        |                        |                       |
| Platinum Silver  |                         |                        |                        |                       |
| Hawaiian Blue    |                         |                        |                        |                       |
| British Racing Green |                         |                        |                        |                       |
| Pearlcoat colours* |                         |                        |                        |                       |
| Tahiti Blue      |                         |                        |                        |                       |
| Alizarin         |                         |                        |                        |                       |
| Victoria         |                         |                        |                        |                       |

Classic colours* |                         |                        |                        |                       |
| Almond Green     |                         |                        |                        |                       |
| Soft Blue        |                         |                        |                        |                       |

**MINI**

- **Balmoral**  Stone Beige
- **Leather**  Stone Beige

**COLOUR-KEYED CARPET**

- **Black**  Stone Beige
- **Red**  Stone Beige
- **Green**  Stone Beige
- **Blue**  Stone Beige

**MINI COOPER**

- **Monaco**  Light Stone Beige

**MINI**  Stone Beige

MinipassionMini.com
Solid colours

Frisian Red

White Diamond

Clearcoat Metallic colours*

Antarctic

Diamond Silver

Pearlescent colours*

Nirvana Red

Turbo Blue

Classic colours*

Antwerp Green

Amlin Blue

<Optional at extra cost

Turbo Blue

SWB Light Alloy Wheels

Optimal Sports style alloy wheels.

MinipassionMini.com
You could be surprised at how easy it is to fit your new Mini into your budget. Rover Select gives you the opportunity of driving a new Rover every two years. Yes the monthly repayments are substantially lower than with conventional finance plans. You can relax, safe in the knowledge that you will have Guaranteed Minimum Equity at the end of the agreement, which you can use as a deposit for your next car.

You simply pay a deposit; this is normally between 10% - 30% of the total cost and could be covered by the part exchange allowance on your current car.

Rover. Then simply begin another flexible Rover Select agreement.

Your second choice is to pay the final payment and keep the car. Or, thereby, you can return the car with no more to pay. Just hand over the keys and walk away.

If you want all the pleasure of driving a brand new Mini but would like all the ownership aspects taken care of for you, the Rover Personal Contract Hire scheme is the answer. For a modest monthly payment, the scheme allows you to cover nearly all aspects of running a Mini.

Why shouldn’t you have the same peace of mind when buying a car as you would with virtually any other product? Rover think you should.

The Rover Commitment 30 day Exchange/Refund offer is simple. If for any reason you’re not completely satisfied with your new Mini, you can return it within 30 days or 1,000 miles, whichever comes first. You can exchange it for an identical model (if one is available) or, by paying the difference, an upgraded model. Do you can receive a full refund. If you’ve paid cash or obtained finance through Rover Finance, there’s no cancellation charge. All the details, terms and conditions are set out in The Rover Commitment Handover Document.