MINI CI GUIDELINES.

Updated: 10/22

TYPOGRAPHY

POSITION
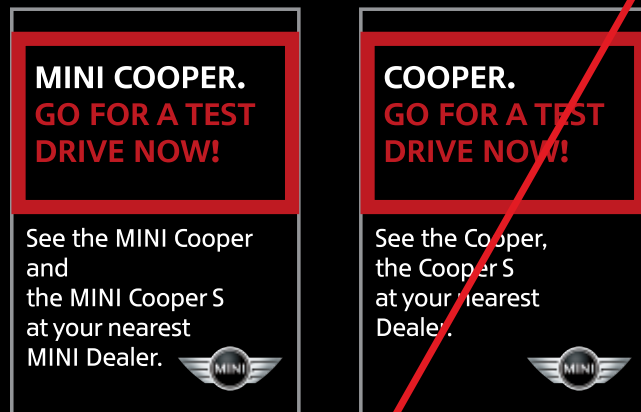
TEXT IS SET EXCLUSIVELY FLUSH LEFT AND RAGGED...

Centered text is never permitted!

OR RIGHT AND RAGGED.

› Pay special attention to kerninig. Custom-made MINI font is very irregular and quite tight

› Headlines and short leads may appear in color. Body copy always appears in black on white or white on black

› Text is set exclusively flush left and ragged or flush right and ragged

› Icons are used as graphical labels in communications, not standard bullets.

› Referred to as chevrons or carrots.
  They are part of MINI Type Icon Headline font and are coordinated with the typography.

Model I.D. never stands alone.

MINI COOPER.
GO FOR A TEST DRIVE NOW!

See the MINI Cooper and
the MINI Cooper S
at your nearest
MINI Dealer.

COOPER.
GO FOR A TEST DRIVE NOW!

See the Cooper,
the Cooper S
at your nearest
Dealer.

Headlines/Titles

**MINI TYPE HEADLINE
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.,!,,"§$%&/()0?´*'_:;**

Subheads and accentuations

**MINI Type Bold
abcdefghijklmnopqrstuvwxyz
1234567890.,!,,"§$%&/()0?´*'_:;**

Copy, captions, margin notes, charts and tables

MINI Type Regular
abcdefghijklmnopqrstuvwxyz
1234567890.,!,,"§$%&/()0?´*'_:;

MINI WINGS LOGO

2-D logo: OOH only. or certain print/gear applications.

1-color logo: for single color applications only.

3-D logo: All other communications.

CLEAR SPACE

There must be a defined minimum space all around the logo, separating it from other design elements which is half the height of the wings. Always 3-D and chrome and black (please refer to MINI Identity Net Part 1). Only 1 logo per ad and never used within body copy or as a substitution for the wordmark.

Certified Pre-Owned should not be used without the mention of MINI Next.

CLEAR SPACE

There must be a defined minimum space all around the logo, separating it from other design elements which is the character width of the "M" in the MINI Next logo.

WORDMARK AND LOGO PLACEMENT

> Always use ALL CAPS for MINI

> MINI is never italicized

No other logotypes or symbols.

SAMPLE DIVISION.
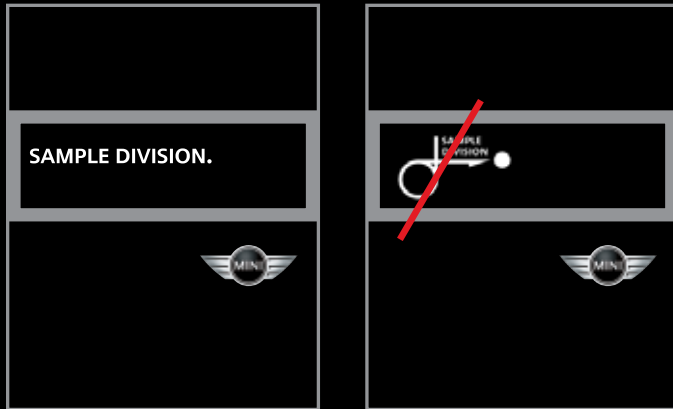
MINI wordmark always in ALL CAPS.

MINI   **Mini**
Unless referring to
a classic Mini

No hyphenation   **mini**

MINI-Service   **M I N I**
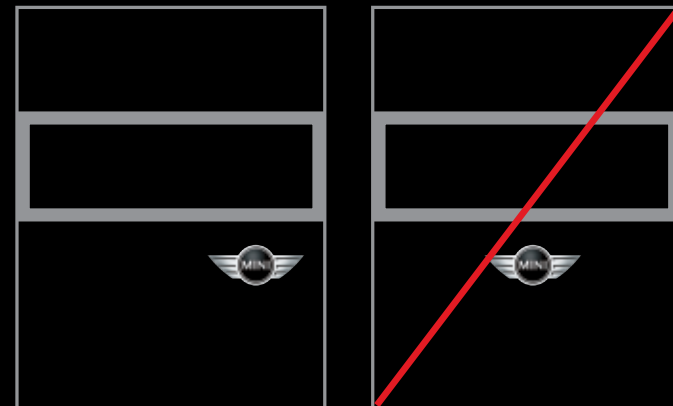**MINI-SERVICE**

If possible, align the top of the MINI logo wings with the top of the headline.

MINI CLAIM.

Symbol: Asymmetrical, never centered.

Symbol: Not framed too closely.
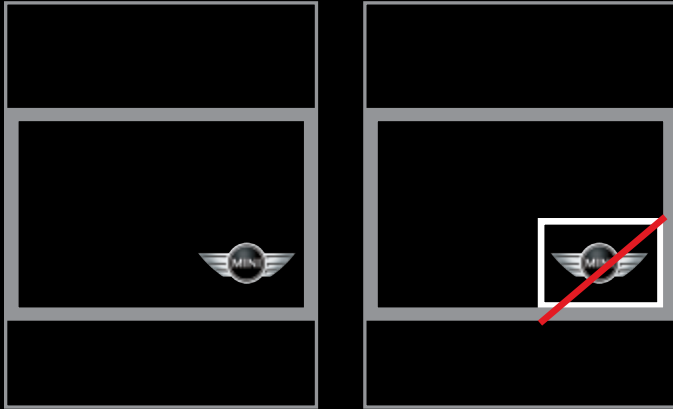
Symbol: Do not combine with claim/URL.

MINI CLAIM.

MINI CLAIM.

MINI CLAIM.

Never alter the MINI logo or or use the logo to accompany type or copy.

MINI STYLE GUIDE

> "MPG" not mpg

> "hwy" not HWY

> Plural: "MINI." Never, ever MINIs or even MINI's

> Boot to Bonnet No Cost Maintenance

> Nothing ever gets set in italics in
> MINI publications

> MINI Cooper S Convertible,
> not MINI Cooper Convertible S

> It's "MINI Cooper S Countryman ALL4,"
> not MINI Countryman ALL4

> Let's Motor.® or LET'S MOTOR.®

> Singular and plural references to MINI are as follows:
> 1 MINI, 2 MINI, 3 MINI, etc.

> Use a carat > for bullets or double carats for bullets. Use a single carat for a call to action or list

> Copyright Notice: © 2013 MINI USA, a division of BMW of North America, LLC. The MINI name, model names and logo are registered trademarks.

> Certain words should be capitalized when they follow MINI, such as the "d" in MINI Dealer & the "o" in MINI Owner. If dealer or owner do not follow MINI, they should stay lowercase.

MINI URLS

> MINI URLs should be in all caps and MINI should be in bold. **MINI**USA.COM

> MINI Dealer URLs should be in all caps and MINI should be in bold. ANYTOWN**MINI**.COM

BRAND QUICK HITS

MINI SPEAK
- Trunk = boot
- Hood = bonnet
- MINI tagline = Let's Motor®
- Brand = MINI

MINI DESCRIBED
- A feisty way to move through an increasingly conventional world
- A challenger; somewhat of an underdog
- An instigator of optimism; makes people smile
- Approachable, creative, individualistic
- Is like a friend or trusty sidekick—many people name their MINI
- It's not about getting from Point A to Point B; it's a fun escape from the daily grind
- Normal is average; MINI is NOT NORMAL

MINI HERITAGE
- Designed in England in 1959
- A fuel-efficient, affordable car that maximizes interior space in a small package
- Beats bigger, more expensive cars in races such as Monte Carlo and Dakar Rally
- Pop icon in the 1960s; The Beatles, David Bowie royalty—everyone adored MINI

- Returned to U.S. 10 years ago
- Owned by BMW (not promoted), with most models still built in Oxford, England

MINI PRODUCT
- 7 models: Hardtop, Convertible, Coupe, Roadster, Clubman, Countryman, Paceman
- 3 engine types: Cooper, Cooper S and John Cooper Works
- MINI sip fuel: 35 to 37 MPG
- Turbocharged engines (on MINI Cooper S and John Cooper Works models)
- Transverse engine (a repositioned engine to make front of car smaller)
- Aggressive stance with wheels at corners, like a bulldog
- Go-kart handling
- Over 10 million customization options; no two MINI are alike
- Iconic, unique design; not referred to as "cute"

FRAMES

› The key design element

› Frames should focus, separate, connect and structure

› The frames can never be empty

› Frames should match car color, be sampled from color photography or chosen from design colors for black & white arrangements

› Frame colors: 2 colors per page maximum

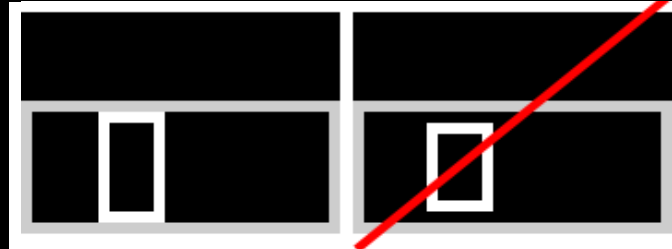› Frames must bleed off of at least 1 edge
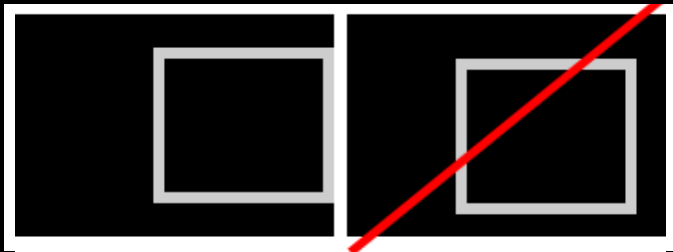
› No more than 3 frames per page

› If 2 or 3 frames are used, they touch each other on at least 1 side. They may not overlap and no space should be between the frames
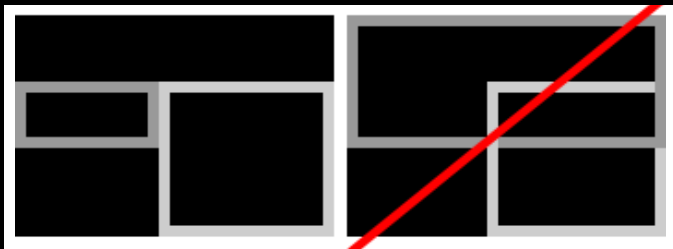
› Frames can be placed inside other frames. Inner frame must come into contact with the outer frame on at least 2 sides

› Frames that touch each other must be different colors. Use only grey with a body color, or white with a body color.

When using yellow frame, top must be open per Nat Geo agreement

All use of convertibles in creative should have open topped frame
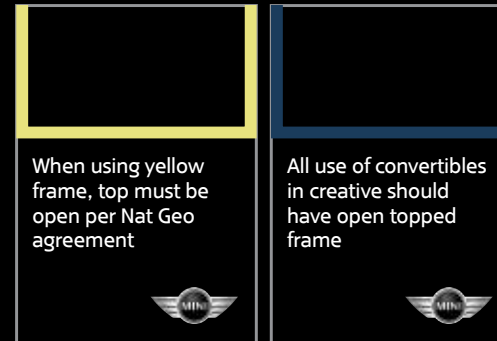
› Do not use a yellow frame around a full page, only around a portion of the page, being sure to leave a significant black space
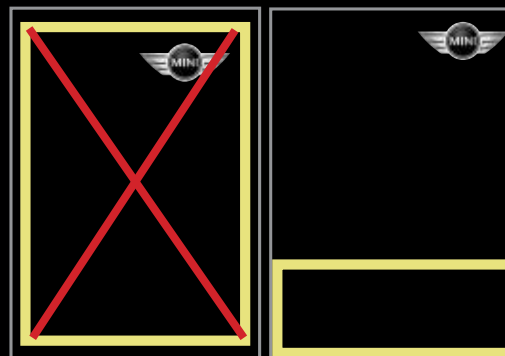
FRAME DESIGN

STANDARD FRAME WIDTHS

Online:

> 300x250, 7 pixels

> 728x90, 7 pixels

> 160x600, 7 pixels

> 468x60, 7 pixels

Print

> Full page (13"x21"), 26 pts

> Half page (13"x10.5"), 13.5 pts

> Quarter page (6.75"x10.5"), 13.5 pts

OOH

> 14x48, 18 pts @ .5"= 1'

> 30 Sheet, 15 pts @ .5"=1'Colors

E-MAIL SIGNATURES

> 535x120 pixel size, always use template provided by Marketing Workshop or BSSP

> If signature doesn't need legal, the creative should be cropped around the frame. Final GIF size should be: 505x65 pixels

> If legal is needed, use legal layer within file. Indent copy three spaces before asterisks to allow breathing room from edge of email body. Then crop from top/sides and extend bottom to show legal and a little breathing space underneath.

COLORS

CAR COLORS

> When using approved artwork, frame and main design elements must sample colors from the car image (e.g., if ad pictures a Chili Red MINI, frame should also be Chili Red)

> If using artwork with multiple car colors a white or grey frame must be used

> For complete car color chart, see pages 11–13

See next page for visual reference.

BRAND COLORS

> White and dark grey can always be used as frame colors

DESIGN COLORS

> Use the design colors with black & white images, text or illustrations. When using color imagery, sample any color from image

> Design colors are for highlighting purposes and with the exception of graphics and tables, do not appear as background colors

> For a complete design color chart, see page 14

COMMUNICATION COLORS

> Communication colors are unlimited and must emphasize/ complement image or graphic used

> Communication colors are used with color images only

Frame color can be used to emphasize prominent color in image.

Frame color can not be arbitrary color.
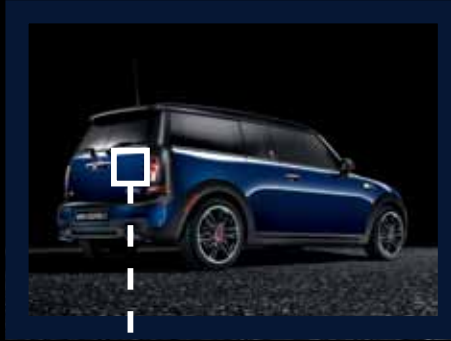
IMAGES

> High contrast and surprising. Urban, young, energetic. Color or black & white. Provocative, but not aggressive. Cheeky, but not cheap

COLORS

Chili Red

Reef Blue

British Racing Green

Light White

Please note that frame color should always match exterior car color.

If the asset has more than one color car in it, a grey frame should be used.

REEF BLUE*

CMYK	100 C	89 M	50 Y	58 K
PMS	Pantone® 877 C			
RGB	R 6	G 24	B 52	
HEX	#061834			

LIGHTNING BLUE

CMYK	100 C	60 M	0 Y	40 K
PMS	Pantone® 541 C			
RGB	R 0	G 66	B 122	
HEX	#00427a			

BRITISH RACING GREEN II

CMYK	95 C	33 M	85 Y	55 K
PMS	Pantone® 3435 C			
RGB	R 2	G 71	B 49	
HEX	#024731			

ECLIPSE GRAY

CMYK	20 C	10 M	10 Y	85 K
PMS	Pantone® Black 3			
RGB	R 37	G 44	B 38	
HEX	#252c26			

ICE BLUE

CMYK	40 C	10 M	25 Y	19 K
PMS	Pantone® 5497 C			
RGB	R 137	G 159	B 153	
HEX	#899f99			

WHITE SILVER

CMYK	2 C	2 M	2 Y	3 K
PMS	Cool Grey 2			
RGB	R 238	G 237	B 236	
HEX	#edecec			

PEPPER WHITE

CMYK	9 C	9 M	15 Y	0 K
PMS	Pantone® Warm Gray 1 C			
RGB	R 230	G 223	B 211	
HEX	#e6dfd3			

SPICE ORANGE

CMYK	0 C	87 M	100 Y	35 K
PMS	Pantone® 484 C			
RGB	R 152	G 50	B 34	
HEX	#983222			

HIGHCLASS GRAY**

CMYK	90 C	80 M	70 Y	16 K
PMS	N/A			
RGB	R 56	G 68	B 77	
HEX	#38444d			

MIDNIGHT BLACK

CMYK	20 C	10 M	10 Y	90 K
PMS	n/a			
RGB	R 47	G 51	B 55	
HEX	#2f3337			

ICED CHOCOLATE

CMYK	55 C	70 M	67 Y	60 K
PMS	TBD			
RGB	R 67	G 45	B 43	
HEX	#4d3533			

KITE BLUE

CMYK	87 C	38 M	15 Y	15 K
PMS	TBD			
RGB	R 0	G 115	B 156	
HEX	#00739c			

CHILI RED

CMYK	9 C	100 M	97 Y	15 K
PMS	Pantone® 186 C			
RGB	R 191	G 26	B 34	
HEX	#bf1a22			

VELVET SILVER

CMYK	5 C	10 M	17 Y	65 K
PMS	Pantone® 611 C			
RGB	R 112	G 106	B 100	
HEX	#706a64			

ROOFTOP GRAY

CMYK	0 C	0 M	0 Y	15 K
PMS	TBD			
RGB	R 220	G 221	B 222	
HEX	#dcddde			

*Only available on Clubman Hampton package.
**Exclusive MINI YOURS colors.

EXTERIOR CAR COLOR FORMULAS FOR R60 AND R61 FOR MY13

OXFORD GREEN

CMYK	100 C	45 M	85 Y	75 K
PMS	Pantone® 5467 C			
RGB	R 28	G 54	B 50	
HEX	#1c3632			

LIGHT COFFEE

CMYK	60 C	62 M	65 Y	35 K
PMS	Pantone® 411 C			
RGB	R 93	G 79	B 75	
HEX	#5d4f4b			

STARLIGHT BLUE (PACEMAN ONLY)

CMYK	100 C	85 M	0 Y	10 K
PMS	TBD			
RGB	R 20	G 63	B 144	
HEX	#21428d			

CRYSTAL SILVER

CMYK	12 C	5 M	5 Y	25 K
PMS	Pantone® Cool Gray 5			
RGB	R 178	G 180	B 179	
HEX	#b2b4b3			

BRILLIANT COPPER

CMYK	25 C	85 M	100 Y	15 K
PMS	TBD			
RGB	R 169	G 66	B 36	
HEX	#a94225			

COSMIC BLUE

CMYK	100 C	87 M	60 Y	43 K
PMS	Pantone® 532 C			
RGB	R 41	G 44	B 57	
HEX	#292c39			

ROYAL GRAY

CMYK	20 C	15 M	21 Y	75 K
PMS	Pantone® Black 7			
RGB	R 54	G 53	B 52	
HEX	#363534			

TRUE BLUE

CMYK	100 C	61 M	0 Y	24 K
PMS	Pantone® 2955 C			
RGB	R 0	G 60	B 105	
HEX	#003c69			

BLAZING RED

CMYK	0 C	97 M	92 Y	0 K
PMS	TBD			
RGB	R 238	G 41	B 45	
HEX	#ee292d			

LIGHT WHITE

CMYK	3 C	2 M	2 Y	10 K
PMS	Pantone® 427 C			
RGB	R 209	G 212	B 211	
HEX	#d1d4d3			

ABSOLUTE BLACK

CMYK	87 C	74 M	63 Y	95 K
PMS	Pantone® 419 C			
RGB	R 28	G 30	B 28	
HEX	#1c1e1c			

EXTERIOR CAR COLOR FORMULAS FOR MINI NEXT

HYPER BLUE
CMYK	100 C	60 M	0 Y	0 K
PMS	Pantone® 2727 C			
RGB	R 0	G 102	B 179	
HEX	#0066cc			

OXYGEN BLUE
CMYK	90 C	50 M	37 Y	0 K
PMS	Pantone® 7470 C			
RGB	R 20	G 115	B 142	
HEX	#14738e			

LAGUNA GREEN**
CMYK	80 C	40 M	60 Y	15 K
PMS	N/A			
RGB	R 57	G 114	B 104	
HEX	#397268			

COOL BLUE
CMYK	90 C	75 M	50 Y	10 K
PMS	Pantone® 7546 C			
RGB	R 54	G 78	B 103	
HEX	#364e67			

NIGHTFIRE RED
CMYK	10 C	100 M	90 Y	50 K
PMS	Pantone® 188 C			
RGB	R 128	G 4	B 16	
HEX	#800410			

PURE RED
CMYK	7 C	100 M	100 Y	7 K
PMS	Pantone® 1795 C			
RGB	R 205	G 32	B 44	
HEX	#cd202c			

SPACE BLUE
CMYK	100 C	60 M	0 Y	60 K
PMS	Pantone® 295 C			
RGB	R 0	G 46	B 94	
HEX	#002e5e			

BRITISH RACING GREEN
CMYK	93 C	33 M	82 Y	51 K
PMS	Pantone® 3435 C			
RGB	R 0	G 77	B 51	
HEX	#004d33			

HOT CHOCOLATE
CMYK	54 C	75 M	80 Y	50 K
PMS	Pantone® 476 C			
RGB	R 80	G 50	B 39	
HEX	#503227			

HORIZON BLUE
CMYK	96 C	77 M	40 Y	30 K
PMS	Pantone® 7546 C			
RGB	R 26	G 60	B 92	
HEX	#1a3c5c			

INTERCHANGE YELLOW
CMYK	16 C	13 M	87 Y	16 K
PMS	Pantone® 611 C			
RGB	R 189	G 176	B 59	
HEX	#bdb03b			

* not available on Clubman

BRIGHT YELLOW
CMYK	11 C	3 M	63 Y	10 K
PMS	Pantone® 617 C			
RGB	R 198	G 191	B 112	
HEX	#c6bf70			

MELLOW YELLOW
CMYK	3 C	27 M	100 Y	2 K
PMS	Pantone® 124 C			
RGB	R 239	G 183	B 23	
HEX				

LASER BLUE
CMYK	100 C	27 M	0 Y	25 K
PMS	Pantone® 3015 C			
RGB	R 0	G 112	B 169	
HEX	#0070a9			

SURF BLUE
CMYK	100 C	68 M	39 Y	23 K
PMS	Pantone® 302 C			
RGB	R 0	G 65	B 101	
HEX	#004165			

MINI DESIGN COLORS

C	0
M	0
Y	0
K	0

PMS WHITE

C	0
M	0
Y	85
K	0

PMS 106 C

C	60
M	0
Y	100
K	0

PMS 368 C

C	90
M	25
Y	0
K	0

PMS 2925 C

C	5
M	100
Y	100
K	5

PMS 1797 C

C	0
M	50
Y	100
K	0

PMS 1375 C

C	0
M	0
Y	0
K	100

PMS BLACK C

C	5
M	5
Y	0
K	50

Cool Gray 9C

C	0
M	0
Y	100
K	60

PMS 103 C

C	70
M	0
Y	90
K	40

PMS 364 C

C	100
M	40
Y	0
K	20

PMS 3015 C

C	20
M	80
Y	70
K	50

PMS 1815 C

C	0
M	60
Y	100
K	25

PMS 7414 C
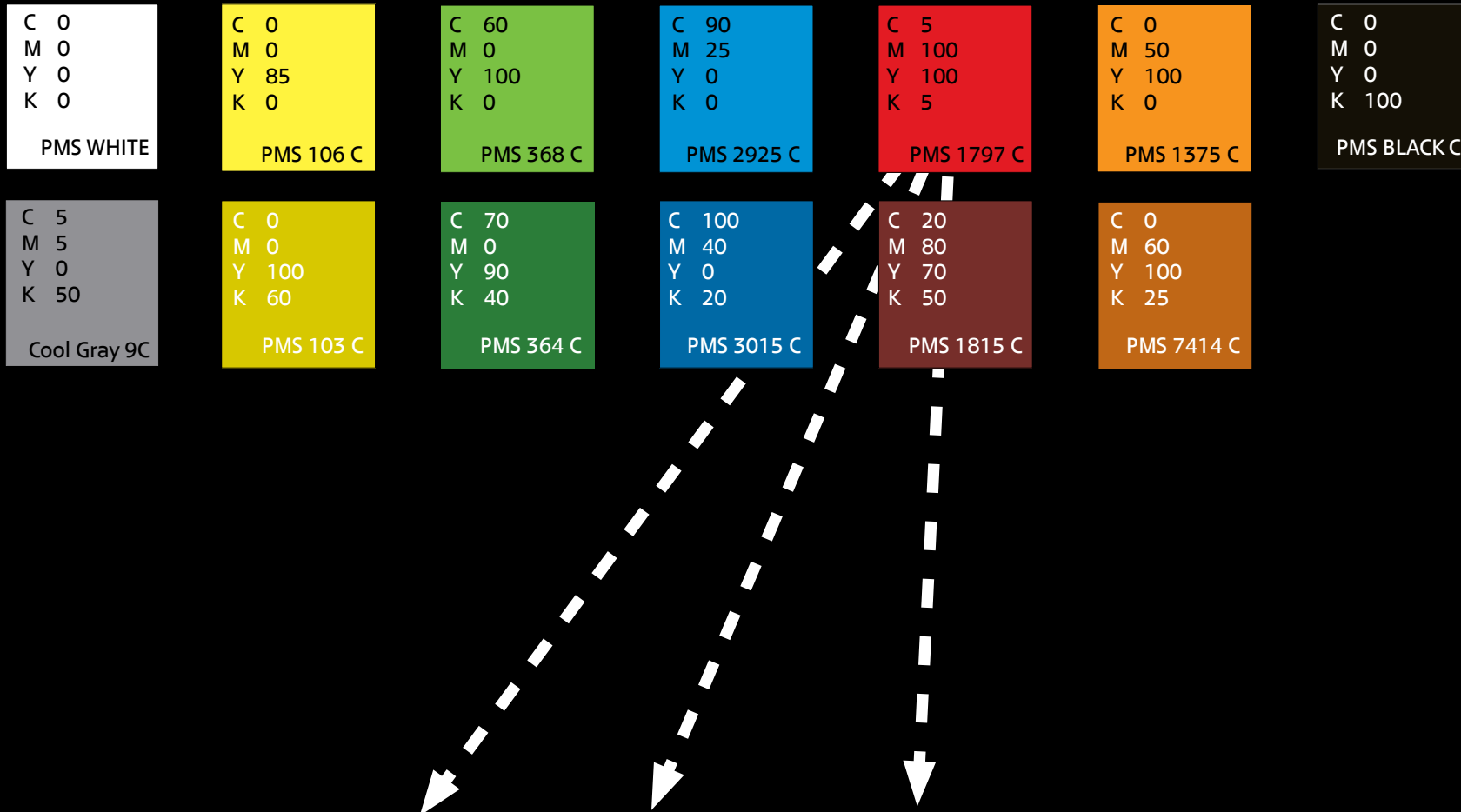
Design colors are used with all kinds of **text or black and white** visuals.

HEADLINE OR LEAD TEXT.

Body Copy MINI Type Regular Body Copy MINI Type Regular.

Pure typography

TEXT
TEXT

Graphics

TEXT
TEXT

B & W images

TEXT
TEXT

Color images

EMAIL COMMUNICATIONS

> Use 10 or 11 point Arial font in black for the body of the email (the standard font on all machines; MINI font may appear differently on other computers)

> The signature information should be 10 point Arial font in black, line spacing should be 11 points

> Include a MINI-provided signature graphic

> E-mail sign-off recommendations before the signature section are: "Let's Motor.®", "Cheers", or "Best regards"

> Format your signature as follows, the left is for MINI Corporate and the right is for MINI dealers:

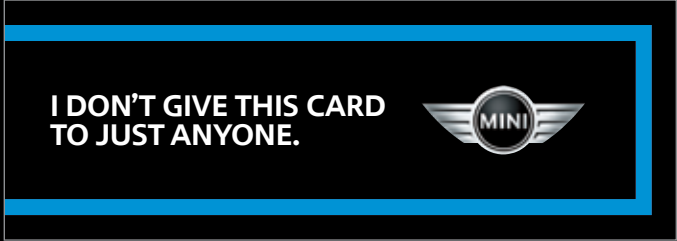|	
-- (two dashes)	-- (two dashes)
MINI USA (MINI and the name of the division)	**DEALER NAME**
First Name Last Name	First Name Last Name
Sample Department	Sample Department
Sample function	Sample function
300 Chestnut Ridge Road (street)	Street
Woodcliff Lake, NJ 07677 (city, state, zip)	City, State, zip code
O. 201.307.4000 (office phone)	O. 212.555.5555 (office phone)
M. 212.555.5555 (mobile phone, if needed)	M. 212.555.5555 (mobile phone, if needed)
F. 212.555.5555 (fax number, f needed)	F. 212.555.5555 (fax number, f needed)
E. JOHN.DOE@**MINI**USA.COM (all caps)	E. ANYDEALER@**MINI**DEALER.COM (all caps)
W. **MINI**USA.COM	V. List vehicle name along with its nickname (see sample on the left)
V. MINI Cooper S Countryman ALL4 aka "Barry" (vehicle name/nickname)	

Insert email signature graphic and hyperlink to MINIUSA.COM or dealer website (do not alter size of graphics provided, see sample on the left)

BUSINESS CARDS

> New, personalized MINI business cards are now available as4-color and sized 1.25" x 3.5"

> Order your custom business cards by clicking on this link: http://www.bmwbusinesscards.com

> Login details are below:

> MINI Dealers: select 'dealers' and enter the password 'Central'. Be sure to have your credit card to place the order.

> MINI corporate team members: select 'corporate', enter the password 'Central'. Be sure to have your WBS and GL numbers to place your order.

GREETINGS, MOTORER.

ATLANTA**MINI**.COM

FIRSTNAME LASTNAME
e-Commerce Director
OBS Elite. Motoring Kings. Volleyball Coach. Coffee Lover.

5925 Peachtree Industrial Blvd, Chamblee, GA 30341
M: 678.285.3809 **O:** 800.351.7443 **F:** 800.351.7443
E: FIRSTNAME.LASTNAME@ATLANTA**MINI**.COM

I DON'T GIVE THIS CARD TO JUST ANYONE.

ATLANTA**MINI**.COM

FIRSTNAME LASTNAME
e-Commerce Director
OBS Elite. Motoring Kings. Volleyball Coach. Coffee Lover.

5925 Peachtree Industrial Blvd, Chamblee, GA 30341
M: 678.285.3809 **O:** 800.351.7443 **F:** 800.351.7443
E: FIRSTNAME.LASTNAME@ATLANTA**MINI**.COM

I GOT YOU THIS GREETING CARD.

ATLANTA**MINI**.COM

FIRSTNAME LASTNAME
e-Commerce Director
OBS Elite. Motoring Kings. Volleyball Coach. Coffee Lover.

5925 Peachtree Industrial Blvd, Chamblee, GA 30341
M: 678.285.3809 **O:** 800.351.7443 **F:** 800.351.7443
E: FIRSTNAME.LASTNAME@ATLANTA**MINI**.COM

RESOURCES

BSSP SITE AND LOGIN INFOR: U.S.–CORRECT IMAGERY

URL: https://portal.bssp.com/MINI/templates/login.html

Username: MINIcarlibrary

Password: 1t1sMOTOR1ng!
(#1s instead of capital Is and an exclamation point at the end)

FTP: MINI LOGOS

URL: https://fileshare.bssp.com

Username: minilogos

Password: lBM9pf

AG MEDIA POOL: OTHER ASSETS

URL: https://mediapool.bmwgroup.com

*Note: login required

DEALER NET: ADDITIONAL MARKETING RESOURCES INCLUDING ASSETS

URL: https://bmwcenternet.com

*Note: login required

MINI NOMENCLATURE
SEPTEMBER 2013

MINI NOMENCLATURE

NUMBERS
2-part center rail
6-speaker CD system with speed-compensating volume
6-speed Getrag manual transmission
6-speed automatic transmission
6-way seats
3-year/36,000-mile No Cost Maintenance standard (Use when compound w/ an adj.)
3-yr/ 36,000-mile No Cost Maintenance standard (Use if needed to save on space/ for digital banners)
No Cost Maintenance comes standard for 3 years/36,000 miles whichever comes first (the hyphens are dropped)

A
Advanced Head Protection System (AHPSII)
aerodynamic kit (not "Aero Kit")
airbag (spell out number: six airbags)
air-conditioned glovebox
ALL4 (ALL4 all-wheel drive system, only for Countryman or Paceman models)
all-new (hyphenate when compound adjective)
Alloy Patina trim
alloy wheels
All-Season Traction Control (ASC)
Automatic Stability Control + Traction (ASC+T)
all-season tires
Anti-lock Braking System (ABS)
anti-theft alarm system
anti-theft features
automaker
armrest
automatic climate control
aux-in

MINI NOMENCLATURE

B
backseat
Battery Safety Terminal
belt force (but hyphenated as a compound adjective: belt-force limiters)
bonnet
bonnet stripes (not "strips")
boot
bootgating
body-colored bumpers
body-colored side mirrors
Boot to Bonnet No Cost Maintenance (is official program name, other variations that are ok are: Full Maintenance program, MINI No Cost Maintenance plan, MINI No Cost Maintenance Program and No Cost Maintenance)
brakeforce (note initial capped in Electronic Brakeforce Distribution)

C
Certified Pre-Owned MINI (note initial cap on "Owned" for style)
chrome-line interior (same for exterior)
Clubdoor
Coded Driveaway Protection
coinholder(s)
code name
Combo #1 – Premium
Combo #2 – Sport
Combo #3 – Cold Weather
Comfort Access keyless entry
Comfort Access system

MINI NOMENCLATURE

C
Continuously Variable Automatic Transmission (CVT)
Co-op
Cooper (DO NOT USE – see MINI Cooper)
Cooper S (DO NOT USE – see MINI Cooper S)
C-pillars
copilot
Corner Brake Control (CBC)
cross-check upholstery (e.g., cloth/leather cross-check upholstery)
Cross Spoke Challenge wheels
crumple zones
crush tubes
cupholder(s)

D
dealer principal
digital sound processing
Digital Sound Processor
door handle
door-mirror caps
driveshaft (see equal-length driveshafts)
drivetrain
drive-by-wire throttle

MINI NOMENCLATURE

D
droptop
dual-pane panoramic sunroof
Dynamic Music
Dynamic Stability Control (DSC)
Dynamic Traction Control (DTC) (replaced DSC in second-generation MINI)

E
Electronic Differential Lock Control (EDLC)
e-commerce
Electronic Brakeforce Distribution (EBD)
electro-hydraulic, power-assisted steering
e-mail
entry strips (not "stripes")
EPA estimated (don't hyphenate, even as compound adjective)
equal-length driveshafts

F
50/50 split fold-down rear seats
five-speed manual transmission
floor mats
fog lights

MINI NOMENCLATURE

F
footrests
footwell
four-cylinder
four-wheel vented anti-lock disc brakes
front end
front airbags
front-seat shoulder room
front-wheel drive
fuel-efficient (and fuel-efficiency)

G
gearshift
gills
Global Positioning System (GPS)
glovebox
go-kart (not "go-cart")
gray (not "grey")
greenhouse
grille

MINI NOMENCLATURE

H
handbrake
Harman Kardon (company name)
harman/kardon® sound system (product name)
Harte-Hanks
hatchback
headlight
heated windshield-washer jets
high-performance engineering
headlamp power wash
hood scoop
horsepower (or HP, but don't hyphenate as compound adjective: 208 HP engine)
home page

I
Internet
intercooler
Internet address: MINIUSA.COM

J
John Cooper Works
John Cooper Works black leather (upholstery; not "John Cooper Works leather black")

MINI NOMENCLATURE

K
Kelley Blue Book (not "Kelly Blue Book")
key fob
Kite Blue metallic (color name in initial caps; "metallic" set in lowercase)

L
leather-wrapped steering wheel
legroom
Let's Motor.® (a registered trademark)
Lounge leather (e.g., comes with Lounge leather upholstery)
lumbar

M
MacPherson struts
metallic (color name in initial caps; "metallic" set in lowercase)
micro-filter
Mini (when referring to the generation prior to 2002; the classic Mini)
MINI (the plural of MINI is also MINI, never "MINIs"; possessive form is MINI's)
MINI Cooper
MINI Cooper S
MINI Connected technology
MINI Connected with Navigation
MINI Dealer (the "d" in dealer should be capitalized when following MINI. Left lowercase when not. For any type of CTA, please do not replace dealer with dealership, it should be "FIND A DEALER")
MINI Motorer (the "m" in motorer should be capitalized when following MINI. Left lowercase when not.)
MINI Motoring Advisor
MINI MOTORINGGEAR or MotoringGear

MINI NOMENCLATURE

M
MINI Owner (certain words should be capitalized when they follow MINI, such as the "d" in
Dealer & the "o" in Owner. If dealer or owner do not follow MINI, they should stay lowercase.)
MINI Takes the States, [City Name]
MINI Next™
MINI Next™ Certified Pre-Owned program
MINI Passenger Cars
Model names (they come last: MINI Cooper S Clubman, not "MINI Clubman Cooper S")
Model Year 2002
MINI Select
Monte Carlo Rallye
Morris Minor
motor (always use motor or motors, not drive or drives)
motorer (See note about capitalizing the m when following MINI)
Motoring Advisor
motorsport
Motor-Tober ®
MPG
MPH
multi-link rear suspension

N
Net

MINI NOMENCLATURE

N
NOT NORMAL (set in all caps)

O
on-board computer
on-board navigation system
online (if reference is to the Internet)
open-air motoring
Owners' Lounge (note apostrophe placement for plural possessive—it belongs to all the owners)

P
Park Distance Control
Park Distance Control (rear)
piston-cooling jets
pit stop (but "pitstop" in reference to MINI LINK iPhone app)
powerband
power folding mirrors (not "powerfold mirrors")
powerplant
pretensioners
Punch (e.g., Punch leather upholstery)

Q

R
rain-sensing windshield wipers
record-setting

MINI NOMENCLATURE

R
rear end
rear fog lamp
rearview mirror
Roadside Assistance Program
road-going
roll bars
Road & Track
road racing (types: endurance road racing, Sollo II road racing, Pro Rally road racing, sprint road racing)
Rocklike Anthracite (a MINI color; not "Rockline")
RPM
run-flat tires

S
Satellite Gray (a MINI color; not "Grey")
S-curve
SCCA
safety belts (not "seat belts")
safety-belt pretensioners
seat cover
seat-mounted side-impact airbags
Service Interval Indicator
Shockwave
showroom

MINI NOMENCLATURE

S
side-impact airbags
SiriusXM® Satellite Radio with 1-year subscription
silver trim
single-wipe control wipers
space-saver spare tire
speed-sensitive wipers
soft-top
Southampton (the dealership; often misspelled with additional "h")
Split Rear Barn Doors (refers to MINI Clubman boot)
Spoke (always capped in wheel description: V-Spoke or 8-Spoke)
sport button
sport leather steering wheel
sport seats (not "sports seats")
sport suspension
Sport Suspension Plus
stabilizer bars
STEPTRONIC transmission (set first word in small caps)
subwoofer
sunshade
supercharger
supercharged

MINI NOMENCLATURE

T
taillight
takedown (e.g., the MINI Test Drive Takedown)
tenet (e.g., MINI brand tenet, not "tenant")
test drive
tire-pressure monitor
toll-free
torque (lb-ft)
torque steer
traction control
transverse-mounted four-cylinder engine
turbocharger
turbocharged
turn-signal indicator
turn-signal stalk
two-seater (refers to Coupe and Roadster)

U
ultra-rigid
ultrawide
Union Jack
universal garage door opener
U.S. (with periods)

MINI NOMENCLATURE

V
valvetrain
Vehicle & Key Memory

W
Web
webcast
webcard
Web stuff (default simply to **MINI**USA.COM whenever possible)
website
wheelslip
wheelspin
white turn-signal lights
wide bulldog stance
windshield-washer jets
Win Small (initial cap campaign name)
World Wide Web

X
xenon headlights

Y
You-ification

Z