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## Mini Celebrates 40th Anniversary

Marking four decades as the world's favourite small car, the distinctive new Mini 40 Limited Edition combines elements from the 1960s with the very latest in style. The car comes in a choice of arresting new colours; Island Blue, Mulberry Red or Old English White.

Limited to 250 models in the UK, the car will be on sale from 5 April.



THE MINI 40 LIMITED EDITION

Sitting on 13" sports alloy wheels with body-colour wheelarch extensions, the Mini 40 LE also sports twin spot lamps and a large bore tailpipe which pay homage to Mini's competition history. Even the badging is special, with chrome 'GB' badge on the rear, an anniversary decal on the bodyside and a gold-plated Mini 40 badge on the bonnet.

The interior boasts colour-keyed leather seats with contrasting piping and the same leather treatment extends to the facia header, handbrake and gearknob. A striking alloy facia, gives a sporting look reminiscent of historic racing Minis, and incorporates a high-quality ICE system complete with CD player and Goodmans ICT speakers. Additional facia-mounted instruments with chrome detailing complete the look.

Rover Cars UK marketing director, John Sanders said,

"This highly desirable limited edition celebrates Mini's long-standing position as a design icon. It is safe to say that no other car packs so much style into such a small space."

Autocar's 'Car of the Century', the Mini will celebrate its 40th anniversary with a two day party at Silverstone on August 21 and 22.

The anniversary year will be supported by Mini's first television advertising campaign for 10 years, since Twiggy's 'Mini 30' ad in 1989.

Further information:

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