

# PRODUCT *report*

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ROVER

The  
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## Mini Cooper Returns

On 10 July 1990, in response to growing customer demand, the Mini Cooper will be re-launched into the UK market.

With its sporting heritage it represents the biggest single marketing opportunity on Mini for many years. As a Basic sector sports derivative, its positioning in the market will be virtually unique.

In particular it will allow male buyers to be strongly targeted, with the potential for major incremental volume.

The Cooper, which has been developed by Rover in conjunction with ERA Specialist Cars Ltd and John Cooper himself, will be marketed in Europe and Japan as well as the UK.



### Market Background

The City/Mayfair line-up has been regularly supplemented in recent years with Special Editions, timed to cover the retail sales peaks. These have mainly been positioned between the two regular derivatives, but most importantly have extended Mini's style/image appeal through their aesthetic designs and have attracted different and younger buyers. With communication support, they have provided a sales impetus for both conquests and repeat purchases.

Current Basic sector buyers are predominantly female, with cars

being bought for low running costs and manoeuvrability, and are used primarily for local journeys. Apart from repeat purchases, sales are likely to be to Small/Lower Medium car owners (second-hand), or first time buyers, with Fiesta and Metro as the main alternatives.

The new Cooper derivative will build upon Mini's strengths, with the Cooper badge and the style of the car enhancing the distinctive appeal of the base product. The performance offered by the 1.3 litre engine will emphasise Mini's "fun to drive" image.

#### *Mini key strengths*

- images for low cost of ownership and manoeuvrability, the key sector requirements
- a reputation for being fun to drive, with intrinsic youth appeal and individuality
- held in affection by the public at large.



## Market Objectives

The Jet Black/Red Hot and Racing/Flame Special Editions have demonstrated that different buyer types can be successfully targeted with Mini. The appeal of these products however was very much limited to style, with the moderate performance continuing to limit the car's appeal to males. The Cooper offers the opportunity to broaden further Mini's appeal and support the following marketing objectives:

### OBJECTIVES

- the direct achievement of substantial incremental sales
- a spin-off effect on range sales through increased brand awareness
- a richer sales mix, with less dependence on the City derivative.

## Marketing Platform

The launch platform for the Cooper will clearly be based on the heritage of the brand. From its initial introduction in late 1961, substantial racing and rally success was achieved, culminating in the Monte Carlo Rally victories in the mid-60's.

The platform is obviously a sporting one, based on the history of the brand, the style of the car, and its dynamic performance in terms of acceleration, but also handling and driveability.

The involvement of John Cooper in the programme provides significant opportunities for positive association and endorsement.



*The customer profile is likely to be very broad, but there are two primary targets:*

- middle-aged "nostalgics" old enough to have experienced directly Mini's sporting heyday and either owned, or aspired to own, a Cooper. Likely to be predominantly male and making an emotionally based purchase.

- young buyers, aware of Mini's history and looking for a high-image product at an affordable price. A more practical purchase, with males being attracted by performance, but females as well, looking for style, and converted from Special Editions.



## Communications Plans

A substantial amount of Press exposure around the 10 July launch of the Mini Cooper is anticipated, which will create high levels of initial awareness. The exposure will feature both the Special Edition and standard Cooper specifications.

This will be followed up and reinforced by National Colour Press Advertising commencing on 29 July.

Local advertising needs for the Special Edition will be supported by the provision of Dealer Advertising material.



## Product Strategy

There will be two versions of the new Cooper derivative:

- a celebratory launch Special Edition to be launched in July 1990
- a standard derivative, to be launched in September 1990.

Both versions use the 1.3 litre 'A' Series single carburettor engine from the old MG Metro mated to the standard Mini's gearbox with a 3.105:1 final drive. This powerful combination, in conjunction with a standard fit three way open loop catalyst, give the engine power output of 61PS and a 0-60 mph time of 11.2 seconds. This level of performance is unique within the sector.



The Special Edition, available in a limited range of colours is further enhanced through the standard fitment of halogen headlamps, auxiliary driving lamps, sunroof, tinted glass and body colour wheelarch spats/door mirrors (mirrors for the standard car are matched to the roof colour).

On the interior, the Special Edition uses the traditional and luxurious design from the Mini Thirty, with the "Cooper" identity applied to the steering wheel and front seats. The standard car will have a more overtly youthful style developed from the Racing/Flame Special Edition. Both cars have important feature cues of tachometer, electronic ICE and leather steering wheel.

Insurance ratings for both versions of Cooper as recommended by Association of British Insurers in Group 3.



The exterior style of the two cars is very similar, and has been developed to reflect the traditional Cooper cues. The key elements are:

- Duotone body with white or black roof according to body colour.
- Traditional alloy wheels as "Thirty".
- Chrome finish "Cooper" grille, plus other chrome hardware.
- New "Mini Cooper" bonnet badge.
- Side coachline, plus "Mini Cooper" decals on bodyside and boot lid.



# Mini Cooper Product Specification

EXTERIOR	Cooper		R570 electronic ICE + 2 speakers	Cooper	
	Special Edition	Cooper Standard		Special Edition	Cooper Standard
- Duotone paint scheme. Colour range:					
White Roof - Flame Red			Tinted glass	■	■
- British Racing Green	■	■	Sunroof	■	
- Black			Halogen headlamps	■	
Black Roof - White Diamond			Auxiliary driving lamps	■	
- Quicksilver		■			
- Storm Grey			<b>INTERIOR</b>		
Twin door mirrors - body colour	■		"Racing/Flame/Check Mate" based interior trim with black carpet		■
- roof colour		■	"Mini Thirty" lightning/based leather interior trim with red cut pile carpet	■	
Bright bumpers/door handles	■	■	3-pack instrument + 110 mph graphics with green dials	■	■
"Cooper" grille	■	■	"Cooper" steering wheel badge	■	■
"Mini Cooper" bonnet badge	■	■	Leather steering wheel - red	■	
Rear quarter/boot lid decals/coachline	■	■	- black		■
Body colour wheelarches, sill finishers	■		<b>MECHANICAL</b>		
Alloy wheels (plain centre caps)	■	■	1.3 MG Metro 'A' Series power unit	■	■
145/70 x 12 inch tyres	■	■	3 way open loop catalyst standard	■	■
Signed "John Cooper" bonnet stripes	■				
Unique exhaust system	■	■			
Hinged rear quarterlights	■	■			

## PERFORMANCE

	0-60mph	30-50mph	max	source
Mini Cooper 1.3 *	11.2	12.2	92	Rover
Mini City 1.0	17.9	13.7	80	Rover
Fiat Panda 1000S	16.0	10.7	88	Autocar
Fiat Panda 4 x 4	16.8	10.8	83	Autocar
Lancia Y10 GTi 1.3	11.5	10.7	106	Autocar
Lancia Y10 LXi 1.1	15.2	N/A	95	What Car?

\* Catalyst Standard

## ECONOMY

	Urban	Constant 56mph	Constant 75mph
Mini Cooper 1.3 *	37.4	49.1	38.8
Mini City 1.0	46.1	60.5	40.7
Fiat Panda 1000S	44.8	61.4	43.5
Fiat Panda 4 X 4	40.4	46.3	34.4
Lancia Y10 GTi 1.3	36.2	49.6	38.7
Lancia Y10 LXi 1.1	40.4	64.2	46.3

\* Catalyst Standard

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