

Media information

27 July 2022

## The MINI Concept Aceman.

**Study of the first crossover model from MINI in the premium small car segment offers an overview of the design and digital technology of the new model family from this British brand.**

**Munich.** The new MINI family is taking shape. With the world premiere of the MINI Concept Aceman, this British automotive manufacturer is presenting for the first time a new design language and many technological innovations that will shape the brand's future model generations. The study of a first crossover model from MINI for the premium small car segment therefore brings together central features that outline the brand's driving pleasure of the future: from a purely electric drive to clear, pared-back design language and a material concept that uses no leather or chrome elements, as well as a new digital user experience.

“The MINI Concept Aceman provides a glimpse of a completely new vehicle, bridging the space between the MINI Cooper and the MINI Countryman in the future of the model family,” says Stefanie Wurst, Head of MINI. “This concept car reflects how MINI is reinventing itself for its all-electric future and what the brand stands for: an electrified go-kart feel, an immersive digital experience and a strong focus on a minimal environmental footprint.”

### The beginning of a new MINI design era.

“The design language of the MINI Concept Aceman heralds the beginning of a new design era for MINI,” explains Adrian van Hooydonk, Head of BMW Group Design. Design features typical of the MINI brand have always been unmistakable, Hooydonk goes on to say. “We are returning to these now, but at the same time consistently combining them with innovative technology. With this approach, we are redeveloping the MINI design icons, with all their analogue strengths, for the digital future.”

The principle behind “Charismatic Simplicity” showcases the essentials, giving the characteristic MINI design features even greater emphasis. The key elements here are the striking vehicle front with an octagonal,

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closed and illuminated radiator grille element, generous chassis surfaces given structure by sharp edges, an athletic shoulder section and a powerful rear with vertically arranged rear lights.

The bodywork of the MINI Concept Aceman comes in the colour Icy Sunglow Green, a bright turquoise shade. The traditional British Racing Green metallic is used as a contrast colour for the roof. To match, the surround on the lower edge of the bodywork is finished in a dark green hue. Accents in blue and pink-orange emphasise this vehicle's lively character.

### **Crossover model with creative use of space.**

The MINI Concept Aceman has four doors and a large boot lid with interior seating for five. The study also has the proportions you would expect of the brand with an exterior length of 4.05 metres, a width of 1.99 metres and a height of 1.59 metres, all in a highly contemporary form. Wide bodywork surrounds, strongly contoured wheel arches, 20-inch wheels, a striking roof rack, and front and rear valance panels styled as underride protection emphasise the solid all-round characteristics of a crossover model for urban driving fun.

“The purely electric vehicle concept means the design can again be geared more towards MINI's traditional basic values, in terms of the principle of using space creatively,” says Oliver Heilmer, Head of MINI Design. “This creates models that take up little space on the road while offering even more comfort, more versatility and more emotion on the inside than ever before.”

### **Advanced digitisation and traditional elements in the interior.**

The MINI Concept Aceman interior is also dominated by a reduced design with clear contours and carefully executed details. The dashboard, as a flat design element in the style of a soundbar, extends over the entire width of the interior and forms the ideal stage for the central instrument, which for the first time is designed as a completely round OLED display. The classic toggle switch bar is arranged below, and is reinterpreted in



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terms of both design and functionality. In this way, the study combines advanced digital technology with traditional design features in a manner characteristic of MINI.

Moreover, the interior is shaped by minimalistic door panels, a flexible-use central console that reaches into the back, and attractive colour contrasts. The MINI Concept Aceman seats feature a discreet geometry with integrated headrests. Seating surfaces have a lively, three-dimensional look achieved by a combination of textile flat knit, velvet velour and waffle weave, an over-dimensional houndstooth pattern and embroidered X and O graphics. The surfaces are made from sustainable textile materials instead of leather. Just like the exterior, the interior is completely free of chrome elements.

“In the interior of the MINI Concept Aceman, we have concentrated on a simplistic appearance in combination with premium materials and welcoming colours. Digitisation enables us to make do with few operating elements and at the same time maximise the experience in a way that is characteristic of MINI,” explains Oliver Heilmer. “The entire design is all about offering occupants a holistic experience in the interior space.”

### **A holistic user experience with new experience modes.**

The emotional connection between the MINI Concept Aceman and its users is strengthened by a seamless digital operating concept and a holistic user experience consisting of light, movement, interaction, and sound. Even as the user approaches the vehicle, the Mini Companion, a sensor-based animation, delivers a welcome scenario consisting of light effects and sound, that is continued in the interior space after the doors are opened.

The user interface on the central instrument also features a completely new graphic display, a modern layout and attractively designed widgets. The display and control system in the production vehicle will be based on the latest generation of the MINI Operating System, which for the first time is built on an Android Open Source Project (AOSP) software stack.



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The display area that extends beyond the central interface is another highlight. Moving image projections can transfer the control system content to the entire dashboard, creating a unique digital experience extending right into the door panels.

The new experience modes that are presented in the MINI Concept Aceman offer additional options for customisation and personalisation. Freely selected image motifs can be shown on the central instrument in personal mode. Pop-up mode invites the user to enjoy experience-rich navigation with surprising moments. And in vivid mode, the display area on the OLED display and the adjacent areas can be used for diversified interactions when stopped at traffic lights or while charging the high-voltage battery.

Data on fuel consumption, CO<sub>2</sub> emissions, energy consumption and range is calculated according to the prescribed measuring method regulation (EU) 2007/715 in the applicable version. It relates to vehicles in the German automobile market. The NEDC figures take into account differences in the selected wheel and tyre size for ranges, while the WLTP takes into account the effects of any optional equipment.

All data is calculated based on the new WLTP test cycle. NEDC values listed have been back-calculated to the NEDC measurement procedure where applicable. WLTP values are used as a basis for the measurement of taxes and other vehicle-related charges that are (also) based on CO<sub>2</sub> emissions, and for the purpose of vehicle-specific grants if applicable. Further information on WLTP and NEDC measurement procedures is available at [www.bmw.de/wltp](http://www.bmw.de/wltp).

Further information on official fuel consumption and the official specific CO<sub>2</sub> emissions of new cars is provided in the 'Guidelines on the fuel consumption, CO<sub>2</sub> emissions and energy consumption of new motor vehicles' which is available free of charge at all sales outlets, from the Deutsche Automobil Treuhand GmbH (DAT), Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Schramhausen, and at <https://www.dat.de/co2/>.

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## **The BMW Group**

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2021, the BMW Group sold over 2.5 million passenger vehicles and more than 194,000 motorcycles worldwide. The profit before tax in the financial year 2021 was € 16.1 billion on revenues amounting to € 111.2 billion. As of 31 December 2021, the BMW Group had a workforce of 118,909 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

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