



MINI CORPORATE COMMUNICATIONS

Media Information

25 July 2024

The new MINI Cooper S in JCW Trim: Sporty design with brand-typical performance.



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The MINI Cooper S in the John Cooper Works Trim cites the brand's racing history through an individual front and rear design. Equipped with a powerful four-cylinder gasoline engine and a suspension and damping system tailored to agile handling, the iconic three-door MINI model stands for maximum driving pleasure.

Munich. The agile MINI Cooper S impresses in urban environments with compact proportions. A high level of driving pleasure, safety, and comfort is provided by the precise MINI typical steering combined with an automatic sports transmission, powerful brakes, and a low center of gravity. The increased track width of the MINI three-door vehicle optimizes driving dynamics in demanding situations. With 150 kW/204 hp, the 2.0 liter TwinPower Turbo engine accelerates the MINI Cooper S

Company
Bayerische
Motoren Werke
Aktiengesellschaft

Postal address
BMW AG
80788 München

Phone
+49-89-382-50181

Internet
www.bmwgroup.com

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(combined fuel consumption: 6.4 — 6.1 l/100 km; combined CO2 emissions: 144 — 138 g/km in accordance with WLTP) with 300 Nm maximum torque from 0 to 100 km/h in 6.6 seconds.

In the John Cooper Works Trim, exclusive equipment details underline MINI's motorsport DNA and remind of the performance-oriented model series due to its aesthetics. Since the legendary victories at the Monte Carlo Rally in the 1960s, the high-performance MINI John Cooper Works models regularly demonstrate the brand's engineering skills to this day, currently with a class victory in the 24-hour race at the Nürburgring in June 2024.

Design inspired by racing.

With distinctive diffusers at the front and rear, the JCW Trim of the MINI Cooper S focuses on performance. The John Cooper Works logo, embossed with clear outlines in the traditional red-white-black color scheme with the symbolized target flag, also stands for this. These trim-specific details are particularly visible on the octagonal front grille in high-gloss black.

The contrasting roof and mirror caps in black provide visual highlights. JCW brake calipers in black with JCW badge and exclusive rim designs in sizes of 17 inches and 18 inches reinforce the MINI Cooper S's powerful appearance in JCW Trim.



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John Cooper Works interior with motorsport focus.

Made of black synthetic leather, JCW sports seats for driver and passenger accentuate the exclusive sportiness of the John Cooper Works trim with multicolor knitted material in the shoulder area and red accent seams. The color scheme inspired by motorsport continues on the knitted surface of the dashboard with a trim-specific black and red pattern in the style of a checkered flag.

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The high-resolution OLED display with 240 mm diameter summarizes all vehicle-related data. The navigation, media, telephone, and climate settings are easily accessible to the driver and front passenger at any time via the central instrument. With the new MINI Experience Modes, the interior ambiance can be individually coordinated. In the John Cooper Works inspired GO-KART mode, the interior lighting and the central display are anthracite red.

Safe driving and easy parking.

The automatic speed- and distance control helps facilitate traffic while driving. When navigating, the MINI navigation supports the driver through 3D visualization, augmented view, the presentation of the current traffic situation, information on parking options including digital payment options, and much more. As part of the comprehensive Driving Assistant Plus function package, camera and radar-based assistance functions increase safety by assisting with steering and lane keeping.

The Parking Assistant Professional recognizes suitable parking spaces and independently initiates parking processes on request. When getting out, the Safe Exit function monitors the environment as standard and warns of approaching road users before opening the door.



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Fuel consumption, CO₂ emission figures and power consumption were measured using the methods required according to Regulation VO (EC) 2007/715 as amended. They refer to vehicles on the German automotive market. For ranges, the NEDC figures take into account differences in the selected wheel and tyre size, while the WLTP figures take into account the effects of any optional equipment. For vehicles newly type-approved since 01.01.2021, the official specifications exist only according to WLTP. In addition, according to EU Regulation 2022/195, the NEDC values will no longer be included in the EC certificates of conformity as of 01.01.2023.

All figures have already been calculated based on the new WLTP test cycle. NEDC figures listed have been adjusted to the NEDC measurement method where applicable. WLTP values are used as a basis for the assessment of taxes and other vehicle-related duties which are (also) based on CO₂ emissions and, where applicable, for the purposes of vehicle-specific subsidies. Further information on the WLTP and NEDC measurement procedures is also available at www.bmw.de/wltp.

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For further details of the official fuel consumption figures and official specific CO₂ emissions of new cars, please refer to the "Manual on the fuel consumption, CO₂ emissions and power consumption of new cars", available at sales outlets free of charge, from Deutsche Automobil Treuhand GmbH (DAT), Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen and at <https://www.dat.de/co2/>.

In case of queries, please contact:

Corporate Communications

Julian Kisch, Press Spokesperson, Product Communications MINI

Phone: +49-89-382-38072

E-mail: julian.kisch@mini.com

Andreas Lampka, Head of Communications MINI

Phone: +49-89-382-23662

E-mail: andreas.lampka@mini.com

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 2022, the BMW Group sold nearly 2.4 million passenger vehicles and more than 202,000 motorcycles worldwide. The profit before tax in the financial year 2022 was € 23.5 billion on revenues amounting to € 142.6 billion. As of 31 December 2022, the BMW Group had a workforce of 149,475 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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