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Media Information

23 October 2024

The first-ever MINI Aceman now available in Singapore.

Creative use of space, reinterpreted.

Singapore. MINI Asia is proud to celebrate the premiere of the first crossover model for the premium small car segment. The first-ever MINI Aceman is a contemporary interpretation of classic Mini inventor Sir Alec Issigonis' underlying vision: maximum utilisation of space with a minimum footprint combined with a modern drive concept. The progressive design of the first-ever MINI Aceman provides space for five comfortable seats within a vehicle length of just over four metres. MINI draws on innovative technologies to enhance the interior with an immersive digital user experience, while the first-ever MINI Aceman's all-electric drive gives a fresh boost to the characteristic MINI go-kart feeling. Combined with modern assistance systems and hallmark design, traditional brand values pave the way for an all-electric MINI future.

"We are thrilled to introduce the first-ever MINI Aceman in Singapore, the first of its kind," said Daren Ching, Head of MINI Asia. "This unique car blends MINI's spirit of urban adventure with iconic styling cues to captivate a new generation of drivers at the forefront of fashion, technology, and culture. In addition, having a Category A COE option gives our customers even more freedom to pick their desired daily companion. We are confident that the first-ever MINI Aceman will deliver a truly distinctive and exhilarating experience in the city."

Expressive crossover with compact proportions.

With its striking front-end, robust contours and athletic stance, the sporty MINI crossover model epitomises agility and self-assured presence. Measuring 4.07 metres in length, 1.75 metres in width and 1.50 metres in height, the first-ever MINI Aceman is positioned between the MINI Cooper and the MINI Countryman.



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Featuring a streamlined front, short overhangs and the functional two-box design, the brand's hallmark "Clever Use of Space" design principle has been given a new, distinctive character, while the all-electric drive opens up a whole range of fresh possibilities in terms of vehicle design. Creative space utilisation ensures the first-ever MINI Aceman is agile and nimble in urban traffic while at the same time providing ample room for occupants.

Continuous surfaces give centre stage to the expressive and elegant colours of the body. The versatile and adventurous character of the first-ever MINI Aceman is emphasised by the standard roof rails, visually accentuated 19" wheels, and underride protection at the front, rear, and sides of the vehicle.

Modern front-end design with striking LED headlights.

The front-end design of the first-ever MINI Aceman conveys a powerful presence, reinterpreting typical MINI design elements such as the expressive headlights and the characteristic front grille. Its remodelled, octagonal shape builds on the traditional underlying theme of the hexagon. The grille surround in the first-ever MINI Aceman extends into the solid underride protection on the front apron. In the new Vibrant Silver finish, the front grille sets highly contrasting accents, helping to make the crossover model instantly identifiable.

With their individual design, the car's angular LED headlights also lend emphasis to the distinctive standing of the first-ever MINI Aceman within the MINI model family. Their shape is perpetuated in the clarity of the bonnet design with its precise lines, giving the front of the vehicle its distinctive character. The daytime running light elements of the LED headlights can be switched to three different modes, underpinning the expressive character of this new MINI family member.

Distinctive body design with eye-catching details.

The classic tripartite division of body, surrounding window graphics and roof has been reinterpreted. In keeping with idea of reducing everything to the essentials, a flush transition between the vehicle body and glass surfaces optimises the car's aerodynamic properties. Flat integrated door openers emphasise the progressive expression of the first-ever MINI Aceman, while diagonal contours in the body below the A pillars echo the weld crease of the classic Mini models in the front area of the side panels. Harmonious surfaces and horizontal lines between the wheel arches create an intriguing waistline,



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giving the vehicle body its unmistakable dynamic flair. The strikingly shaped wheel arches with their long rearward sweep and relatively steep downturn are an entirely unique feature of the first-ever MINI Aceman within the MINI Family. Sills in matt black round off the design of the side view towards the road, and their shape is carried on into the door area, giving the vehicle body a slim, upright, and athletic appearance.

The rear of the vehicle reflects clarity of design, featuring large horizontal surfaces that emphasise the vehicle's broad and stable stance. The aerodynamically bevelled and retracted rear window ensures a pronounced, powerful shoulder section, an effect that is further emphasised by the elongated roof spoiler. The hallmark MINI upright rear lights frame the centre section of the rear of the vehicle. With three distinctive graphics, the Matrix rear lights bear out the character of the first-ever MINI Aceman in differing ways. A wide, dark surround at the lower edge of the rear apron and the underride protection element integrated in the centre make for sporty proportions, thereby conveying the crossover model's versatile characteristics.

Expressive body finishes.

The subtle three-dimensional quality of the body surfaces is stylishly highlighted by means of expressive colours. Shadows cast by the accentuated bodywork can be perceived to varying degrees, depending on the incidence of light and perspective. The Favoured Trim extends the individual expressive capabilities of the first-ever MINI Aceman, combined with a grille frame in Vibrant Silver. 19 inch Hexagram Spoke wheels in 2-tone further complement the exterior of the first-ever MINI Aceman.

The interior: Purist design and wide-ranging material concept.

The new MINI design style "Charismatic Simplicity" is expressed particularly clearly in the interior. With its consistent reduction in terms of interior design, the first-ever MINI Aceman follows the original vision of Alec Issigonis, the inventor of the classic Mini. With its easy-to-handle steering wheel, a central OLED display and the remodelled hallmark toggle bar, the cockpit echoes three key design elements of the classic Mini. By means of this contemporary styling in the entirely first-of-its-kind crossover model, MINI transports the history of the brand into the here and now.



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Spacious door interiors along with comfortable dimensions in the shoulder area and convenient legroom give the bright cockpit an open and amply proportioned atmosphere. In the dark, the ambient lighting along the roof frame creates the selected lighting mood in the interior. The free-standing door handles and the speaker covers in the new Vibrant Silver finish are aligned diagonally and create a fascinating contrast with the horizontal design in the front area of the cockpit.

The gentle, rounded design style of the interior is further reflected in the curved surfaces of the dashboard: the latter's surface is covered with a knitted material in which the lower colour shines through the upper one. This gives the interior a homely character with starkly accentuated colour contrasts. Extending to the interior door trim, the easy-care, versatile structure is made of recycled polyester. Rounding off the high-quality fittings in the cockpit are comfortable seats, made of perforated Vescin.

The amply sized rear of the vehicle offers space for three passengers. Thanks to the 60:40 folding rear seat backrest, the luggage compartment can be extended from 300 litres to up to 1,005 litres as required.

High-resolution OLED display for contemporary ride comfort.

With innovative technologies, the circular OLED display lends the interior additional expressive quality. With a diameter of 240 mm, the central instrument features an extremely flat design and a high-quality glass surface. The innovative MINI Operating System 9 enables all driving functions to be operated intuitively by touch or voice. A centre for both comfort and experience, the MINI Interaction Unit is handled in a similar way to a smartphone.

The graphic presentation of the vehicle-related data is contemporary and minimalistic in style, with the speed and battery status shown prominently at the top of the display, directly in the driver's field of vision. Tapping the speed display opens a large full-screen speedometer that clearly focuses on the driving experience. The other widgets are shown in thumbnail view in the Home menu, to the left and right of the current menu function. These can be moved to the centre and selected by means of a horizontal swiping movement. In the lower area of the OLED display, the menu items Navigation, Media, Telephone and Climate can be selected directly at any time.



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MINI Experience Modes enhance the driving experience.

The emotional MINI Experience Modes enhance the interior with immersive user experiences. In the first-ever MINI Aceman, two projector units beam special illuminated graphics onto the dashboard with differing patterns and colours. Changes are made to the colour scheme of the light patterns and to the ambient lighting in the entire interior depending on the Experience Mode selected. The newly created MINI Driving Sounds enhance the experience of all-electric mobility. Together with specific graphic elements on the OLED display, vehicle occupants enjoy an entirely new driving experience in the interior of the first-ever MINI Aceman.

Among the seven modes available for selection, Personal Mode offers innovative options for customising the cockpit. In this mode, a personally selected image can be uploaded from a smartphone via the MINI app and chosen as the display background. A digital colour picker then identifies the dominant colours of the photo for projection onto the textile dashboard surfaces. The ambient lighting under the dashboard and in the door mirror is also colour-coded to match these projections.

The other modes available for selection are Go-Kart Mode, Vivid Mode, Core Mode, Green Mode, Timeless Mode, and Balance Mode, each of which focusses the display on a “Mode App” to match the ambience. In Go-Kart Mode there is a highly dynamic focus on MINI’s racing DNA, for example. The display and the interior as a whole then feature the colours anthracite and red, while specific analogue displays for driving dynamics complement this MINI Experience Mode inspired by John Cooper Works.

Typical MINI: historic toggle bar in a new design.

In the classic Mini, the feel of the toggle bar at the centre of the cockpit enhanced the emotional connection between driver and vehicle. MINI also draws on this characteristic equipment detail to transport brand history into the latest of its models. The most important driving functions (parking brake, gear selector, start/stop key, experience mode toggle, volume control) are directly accessible in the first-ever MINI Aceman via five individually designed toggles. This means that no additional gear selector is required, making room for practical and spacious storage options in the centre console. In addition to the cup holders, there is an additional tray for wirelessly charging smartphones. All the



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models of the new MINI family feature trims with individual customisation, conveying the contemporary feel-good concept in the interior of the first-ever MINI Aceman in a different way.

In the Favoured Trim, the interior features a strikingly expressive design. The dashboard comes in the elegant Dark Petrol, complemented by an accentuated colour gradient in orange on the passenger side. The dynamic appearance is further reflected in the sports seats made of perforated Vescin. These are available with traditional accent stitching and an embroidered MINI logo in two colours. The JCW seat with sports seat geometry and additional lateral support noticeably enhances comfort.

The drive: All-electric and efficient.

The first-ever MINI Aceman is available solely with an all-electric drive, enabling locally emission-free mobility. The efficient electric motor ensures hallmark MINI driving fun both in urban areas and on excursions beyond the city limits. The first-ever MINI Aceman will be available in the first-ever MINI Aceman E version and also as the first-ever MINI Aceman SE with increased output.

The 110 kW electric motor of the first-ever MINI Aceman E generates a torque of 290 Nm, accelerating the car from standstill to 100 km/h in 9.2 seconds and reaching a top speed of 160 km/h. With an output of 160 kW, the first-ever MINI Aceman SE generates a torque of 330 Nm, enabling the vehicle to accelerate from 0 to 100 km/h in 7.1 seconds and reach a top speed of 170 km/h.

With an energy content of 42.5 kWh, the battery of the first-ever MINI Aceman E achieves a range of up to 310 kilometres in the WLTP test cycle. The high-voltage battery of the first-ever MINI Aceman SE has an energy content of 54.2 kWh, giving it a range of up to 407 kilometres according to the WLTP.

Sporty agility and outstanding driving dynamics.

Its chassis gives the first-ever MINI Aceman a sporty character, and this is also reflected in the driving fun that is typical of the brand. The tyres with a diameter of 654 mm give the vehicle a more powerful visual presence, enhancing driving dynamics and ride comfort in equal measure. The first-ever MINI Aceman is equipped with a precise damping system that features highly prestressed stabilisers: these improve steering precision and accuracy while at the same time ensuring sound roll support. The precise adjustment of the steering and all driving stability control systems to either comfortable or



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sporty driving guarantees an exceptional driving experience in every situation. The response of the electric drive to pressure on the accelerator pedal is optimised for a sporty driving style.

Meanwhile, agile and dynamic handling is emphasised by the direct steering, with a rack ratio of 59.5 mm rack travel per turn of the steering wheel. Combined with a short and firm feel when braking, the integrated braking system increases ride comfort by means of reliable stabilisation. In conjunction with the numerous driver assistance systems, short braking distances increase safety.

The MINI Experience Modes with various suspension set-ups are available for a customised driving experience, while driving fun can be intensified by adjusting the steering response and also specially calibrated intervention limits for the traction control.

Simplified communication with the first MINI voice assistant.

The brand's first fully-fledged voice assistant can be activated in the first-ever MINI Aceman by saying "Hey MINI!". Alternatively, the push-to-talk steering wheel button is also available for this purpose. Voice-controlled interaction is visualised on the circular OLED display by means of an animation of graphic elements, typography, and an avatar. Communication with the virtual travel partner is particularly fluent and intuitive thanks to improved speech recognition. Navigation, telephony, entertainment, and numerous vehicle functions can be controlled simply and conveniently by speaking the relevant command.

The MINI Intelligent Personal Assistant learns continuously through dialogue and is able to take on day-to-day tasks on repeated routes. This means that individual routines can be handled more conveniently.

Advanced assistance systems increase safety.

Driving Assistant provides the first-ever MINI Aceman with steering and lane assistant for lateral guidance. Convenient and cooperative steering helps the driver stay on track. The increased comfort offered by the system combines relaxed and superior control of the vehicle while relieving the driver of the monotonous and less demanding aspects of driving. The clear-cut appearance of the displays,



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operating elements and easy-to-understand functional features result in a high degree of system security.

Thanks to twelve ultrasonic sensors and four Surround View cameras, the first-ever MINI Aceman is able to identify vacant parking spaces with greater precision, automatically initiating parking manoeuvres where space is limited.

The innovative MINI Digital Key Plus likewise utilises the user's smartphone to ensure a convenient and personalised vehicle experience, transforming the smartphone into a vehicle key. The front and rear lights start the welcome projection as soon as the driver is less than three metres away, and the doors unlock automatically. Replacing the conventional vehicle key, the digital key can be transferred to several users.

Convenient connectivity and intuitive interaction.

The modern aesthetics of the digital user interface in the first-ever MINI Aceman combine functional and emotional elements. Its minimalist design adapts the new graphics to the circular shape of the MINI Interaction Unit, simplifying operation by means of a clear structure. This emphatically digital character of the first-ever MINI Aceman is enabled by the MINI Operating System 9.

At the centre of the screen is the start menu, while at the bottom of the screen the fixed status bar can be seen with the menu items "Navigation", "Media", "Telephony", "All Apps" and, in certain situations, "Home" – all of which can be selected directly. As customers are used to from numerous consumer electronics devices, a so-called toolbelt can be made to appear by swiping upwards from the bottom edge of the screen. Preferred functions such as navigation destinations and radio stations can be saved for quick retrieval at any time. The toolbelt can also be activated via the star button on the multifunction steering wheel. The upper screen area is reserved for driving-related content such as speed and important vehicle status information. The standard head-up display presents the most important information in the driver's line of sight.

The temperature is shown permanently for the driver and front passenger at the left and right-hand edge of the screen. The climate settings are always integrated at the top level of the MINI Interaction



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Unit and are operated by either touch or voice. Depending on the Experience Mode, a single tap on the speed display transforms the entire MINI Interaction Unit into a typical MINI speedometer.

Quick and easy: charging the battery.

The battery of the first-ever MINI Aceman can be charged via alternating current with 11 kW. Fast charging with direct current is possible in the first-ever MINI Aceman E with 75 kW and in the first-ever Aceman SE with up to 95 kW. At a fast charging station, this allows the battery to be charged from 10 per cent to 80 per cent in just under 30 minutes. When MINI Navigation is activated, the high-voltage battery can be set to the ideal temperature for efficient charging in advance, depending on weather conditions. This significantly reduces charging time

For a transparent and simple charging process, the customer can optimise vehicle battery charging by means of easy-to-understand setting options. The start time for charging can be selected or a specific time window for charging can be set, for example. A precise target level for battery capacity can be determined in advance, too. For a particularly pleasant start, charging can be set to be completed by a selected departure time, and the vehicle interior can be air-conditioned to the desired temperature by this time. The MINI App provides a convenient overview of the charging process, even if the customer is not near the vehicle. This provides details of the current battery status, a charging-optimised route plan, and charging history to date.

Additional information enclosed:

1. The first-ever MINI Aceman prices.
2. The first-ever MINI Aceman specifications.

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For media enquiries, please contact:

BMW Group Asia
Corporate Affairs Department



Corporate Communications

Email: BMWAsiaCorpAffairs@bmw.com

Tel: (+65) 6838 9600

Media Website: <https://www.press.bmwgroup.com/asia>

Eurokars Habitat Pte Ltd

Joseph Chua

Marketing Manager

Tel: (+65) 6551 5530

Email: joseph.chua.cz@eurokars.com.sg

About MINI in Asia

MINI is headquartered and manufactured in Oxford, UK and is a brand of BMW Group. In East Asia, this iconic car is sold in Singapore, Brunei, Vietnam, New Caledonia, Guam, Sri Lanka, Tahiti, Philippines and Indonesia. The full range of MINI is available in these markets – MINI Cooper 3-Door, MINI Cooper 5-Door, MINI Aceman, MINI Countryman, and MINI John Cooper Works.

For more information: <http://www.mini-eurokars.com.sg>.

About Eurokars Habitat Pte Ltd

In 2006, the first ever MINI Habitat, developed by Eurokars Group, was officially opened to the public. Voted as the best MINI Showroom in 2009 at the International MINI Dealer Conference held in London, MINI Habitat encompasses the vibrant colours, quirky designs and trademarks of the MINI brand. Currently, MINI Habitat houses the MINI Cooper 3-Door, MINI Cooper 5-Door, MINI Aceman, MINI Countryman, and MINI John Cooper Works.

For more information: www.eurokarsgroup.com.

MINI Habitat is located at 27 Leng Kee Road.

Operation hours:

Mon – Sat 8:30AM – 7:00PM.

Sun & Public Holidays 10:00AM – 6:00PM



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1. The first-ever MINI Aceman prices.

Model	VES Band	Retail price (at time of press)
MINI Aceman E	A1	S\$215,888
MINI Aceman SE	A1	S\$239,888

2. The first-ever MINI Aceman specifications.

	MINI Aceman E
Max system output	110kW
Max system torque	290Nm
Battery capacity	42.5kWh
Acceleration (0 – 100km/h)	9.2 seconds
Top speed (electronically limited)	160km/h
Range (WLTP)	Up to 310km
Electric power consumption	14.9 kWh/100km
Charging time (0-100%, AC)	4.15 hr

	MINI Aceman SE
Max system output	160kW
Max system torque	330Nm
Battery capacity	54.2kWh
Acceleration (0 – 100km/h)	7.1 seconds
Top speed (electronically limited)	170km/h
Range (WLTP)	Up to 407km
Electric power consumption	15.1 kWh/100km
Charging time (0-100%, AC)	5.30hr