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Media Information

23 October 2024

The all-new MINI Cooper 5 Door now available in Singapore.

Creative use of space, reinterpreted.

Singapore. MINI Asia today announced the availability of the all-new MINI Cooper 5 Door, a car characterised by the brand's typical driving fun, extended space, and distinctive functionality. These make the five-seater an exceptional phenomenon in its segment, together with its unique design - a combination of tradition and modern, purist styling - and innovative assistance systems.

“Three may be a crowd, but five is a party!” said Daren Ching, Head of MINI Asia. “Meet the all-new MINI Cooper 5 Door – the charismatic icon everyone knows and loves. Now with the added versatility of five doors, active individuals and young families alike can do it all in style. The fun-to-drive spirit of MINI is ever present and I am certain that our fans and customers are as excited as we are to create more adventures and memories together.”

The exterior.

Short overhangs, a small bonnet, a long wheelbase, and large wheels - the proportions of the all-new MINI Cooper 5 Door reflect its urban character. With a length of 4,036 mm, a width of 1,744 mm and a height of 1,464 mm, the body dimensions are almost identical to those of its predecessor and underline the basic idea behind every MINI: To create as much space as possible on a small footprint.

In the case of the all-new MINI Cooper 5 Door, this means an interior that offers enough space for five passengers. Compared to the all-new MINI Cooper 3 Door, the wheelbase is 72 mm longer and the body 172 mm longer. All of which benefits the occupants in terms of comfort and space.

Thanks to its compact silhouette, the model is easy and comfortable to manoeuvre even in tight spaces - with plenty of room for all passengers. The all-new MINI Cooper 5 Door is an original MINI with a high



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recognition value. The visual tripartite division into a clearly designed body, a wraparound window area and a stepped roof makes it instantly recognisable.

The minimalist design of the front end with its focused expression contributes to this. The new generation also features the iconic MINI round headlights. Together with the octagonal front grille, they form the distinctive MINI face. Standard LED headlights with individually adjustable daytime running light elements enhance the striking appearance. The light signatures are available in three versions to emphasise the character of the vehicle. The all-new MINI Cooper 5 Door interacts with the driver using a specially orchestrated welcome and goodbye animation even before the journey begins.

Reduced body design for a striking look.

The new MINI aesthetic continues at the rear with clear surfaces and flush-fitting taillights. The vertically aligned LED clusters are reminiscent of the classic MINI lights and, like the headlights, can be switched to different settings.

The flush-mounted design of the rear lights lends a modern and purist look to the car's rear sculpture. It is subdivided by a striking black handle strip with distinctive model lettering. Its horizontal alignment emphasises the all-new MINI Cooper 5 Door's broad stance.

Favoured Trim.

The car can be personalised with the Favoured Trim, where the front radiator grille frame and certain design elements are finished in Vibrant Silver, further enhancing the individuality of the all-new MINI Cooper 5 Door. The tyre diameter is larger than on the outgoing model, emphasising the wide stance of the all-new MINI Cooper 5 Door. 17-inch wheels in U-spoke grey are standard.

Minimalist and immersive.

The design of the front end of the all-new MINI Cooper 5 Door is reduced to the essentials and is reminiscent of the purist design of the classic Mini. Legendary inventor Alec Issigonis designed an interior for the first model with a round instrument in the centre and the characteristic toggle switch strip below. These two elements also structure the cockpit in the all-new MINI Cooper 5 Door.



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Behind the steering wheel, the standard head-up display ensures that all relevant content appears in the driver's field of vision. As a result, the dashboard on the driver's side does not require an additional instrument panel, so it opens the view to the front.

Innovative materials characterise the feel-good atmosphere in the interior of the all-new MINI Cooper 5 Door. A specially developed knitting process is used to create the versatile, easy-care structure of the textile in two-colour design made of recycled polyester. The textile surfaces extend across the curved dashboard and into the door panels. The air vents feature an especially flat design. The horizontal arrangement of the air vents ensures an even flow of air in the cockpit. The direction of the vents can be easily adjusted.

The generous space in the front seats and the clean lines give the cockpit a modern and airy look. JCW seats come standard. Their side panels are upholstered in high-quality fabric right down to the adjustment buttons. Three passengers can sit comfortably in the rear.

The all-new MINI Cooper 5 Door combines charismatic MINI design with an extra portion of functionality. In the rear, the noticeably wider interior provides comfortable space for three passengers. The 60:40 folding rear seats increase the luggage compartment capacity from 275 litres to up to 925 litres.

High-resolution OLED display revolutionises user experience.

Like the round instrument of the outgoing model, the new central icon with its versatile functions is the visual focal point of the interior. The central OLED display in the redesigned cockpit has been moved closer to the driver, making it easier to reach. Its high resolution sets a new standard. Thanks to the MINI Operating System 9, all vehicle functions can be controlled intuitively by touch or voice. The slim touch display has a high-quality glass edge, has grown to 240 mm in diameter and its operating logic is reminiscent of the standards familiar from smartphones.

The graphical presentation of content focuses on the essentials. Vehicle related information is displayed at the top. The lower part of the OLED display provides direct access to the navigation, media, phone and climate control menus. The home button returns the display to its default settings.



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The MINI Experience Modes.

The seven MINI Experience Modes can be selected according to mood and personal preference and characterise the atmosphere in the interior. Using the MINI Projector on the rear of the OLED display, they transform the dashboard into matching worlds of colour and pattern. The interplay of projection, ambient lighting and the MINI Interaction Unit creates a unique, immersive experience that extends into the door trim. This opens new possibilities for individualisation. In Personal Mode, for example, a personalised image can be selected as the display background via the MINI App. The dominant colours of the picture are then applied to the dashboard's textile surfaces using a digital colour picker. The ambient lighting under the dashboard and in the door mirror is also colour-coded to match these projections. Each mode has its own customised backgrounds. In Go-kart mode, for example, the display and interior are dominated by the John Cooper Works signature charcoal grey and red.

The new design of the rocker switch strip.

In the latest version of the rocker switch strip with its toggle switches, the parking brake, gear selector, start/stop button, Experience Mode, and volume control are all at your fingertips. Practical benefit: The removal of the gear selector has freed up more space in the centre console, which now features a large open storage compartment in addition to the cup holders. Smartphones can be charged in the wireless charging area at the front of the console and are always ready to hand.

Sustainable Materials.

The new colour and material concept for the all-new MINI Cooper 5 Door is deliberately minimalist. High-quality, environmentally friendly materials are used, such as the knitted recycled polyester surfaces on the dashboard and door trim.

The all-new MINI Cooper 5 Door with petrol engine.

The all-new MINI Cooper 5 Door is available with an efficient petrol engine – the all-new MINI Cooper 5 Door C with a 152 hp three-cylinder engine with 230 Nm of torque. This enables the vehicle to accelerate from a standstill to 100 km/h in 8.0 seconds and reach a top speed of 225 km/h.

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Comfortable and sporty mobility.

The track width and wheelbase are generous for this vehicle segment and provide the basis for the hallmark MINI dynamic performance. The all-new MINI Cooper 5 Door features a suspension and damping system tuned for spirited handling. This ensures a high level of everyday driving comfort, combined with the precise steering feel typical of MINI and the powerful brakes.

Highly preloaded anti-roll bar mounts on the axles ensure balanced body handling during dynamic cornering. They also ensure steering precision and accuracy. The result is excellent body support combined with smooth rolling comfort.

Selective tuning of the steering and all stability control systems ensures an exceptional experience in all driving situations. The increased tyre diameter gives the all-new MINI Cooper 5 Door a greater visual presence. At the same time, driving dynamics and ride comfort are improved. In addition, the tyre width of the standard 17-inch rims is increased to 215 mm in order to emphasise the typical MINI go-kart feeling.

"Hey MINI" - the new MINI Intelligent Personal Assistant.

In the all-new MINI Cooper 5 Door, numerous functions can be controlled using the brand's first fully-fledged voice assistant. The MINI Intelligent Personal Assistant can be activated with the greeting "Hey MINI" or else by using the push-to-talk steering wheel button. Voice-controlled interaction takes place on the circular OLED display in the form of an animation of graphic elements, typography, and an avatar. The driver can easily control navigation, telephone, entertainment, and numerous vehicle functions by voice. The MINI Intelligent Personal Assistant continuously learns from repeated routes. This makes everyday life much more convenient.

The new MINI Operating System 9.

The MINI user interface combines functional and emotional elements. The design is reduced, creating a very modern look based on new graphics. Static and dynamic elements blend naturally into the circular shape of the MINI Interaction Unit, following a clear structure. Micro animations reinforce the intuitive interaction between the driver and the central instrument, thereby underlining the digital character of



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the new MINI family. The MINI Operating System 9 is an in-house development of the BMW Group. Operation is intuitive and follows standards that are familiar from the consumer electronics sector.

The home menu is located in the centre of the screen. The status bar with the menu items Navigation, Media, Telephone, All Apps and (depending on the situation) Home is located at the bottom of the screen. Favourite functions such as navigation destinations or radio stations can be stored in the tool belt for quick access. The upper part of the screen 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.

Digital Key Plus.

With MINI Digital Key Plus, the smartphone becomes the key and opens the car automatically. The welcome projection of the front and rear lights begins as soon as the driver is less than three metres away; the doors are unlocked when the driver is at less than one and a half metres away from the car. The digital key is transferable to different users, thereby facilitating car sharing in that it is no longer necessary to hand over a conventional vehicle key to the other person.

Additional information enclosed:

1. The all-new MINI Cooper 5 Door prices.
2. The all-new MINI Cooper 5 Door specifications.

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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 all-new MINI Cooper 5 Door prices.

Model	VES Band	Retail price (at time of press)
MINI Cooper 5 Door C	B	S\$247,888

2. The all-new MINI Cooper 5 Door specifications.

MINI Cooper 5 Door C.

1.5-litre MINI TwinPower Turbo with 7-Speed Dual Clutch Transmission.

Capacity: 1499cc.

Max output: 152 hp at 4900 - 6500 rpm.

Max torque: 230 Nm at 1500 - 4600rpm.

Acceleration: 0-100 km/h in 8 seconds.

Top speed: 225 km/h.

Average fuel consumption: 6.5 l/100 km.

CO₂ emissions: 149 g/km.