



## Corporate Communications

### Media Information

4 August 2025

## **The MINI 66 Collection now available in Singapore.**

**MINI celebrates 66<sup>th</sup> birthday with limited run of 6 MINI John Cooper Works models.**

**Singapore.** MINI Asia celebrates the brand's 66<sup>th</sup> birthday this year with the launch of the MINI 66 Collection, featuring the first-ever MINI John Cooper Works Electric and all-new MINI John Cooper Works. A limited run of only 6 units in Singapore, both models will be on display at VivoCity Atrium from 4 – 10 August.

“MINI isn’t just another car brand. This is a 66-year-old rebel on a mission to make every drive feel like the best day of your life!” said Daren Ching, Head of MINI Asia. “MINI has always been the automotive equivalent of that friend who shows up to a black-tie event in colourful sneakers and somehow makes everyone wish they’d done the same.”

“We know how much fans love our special MINIs, so this unique MINI 66 Collection is our gift to them. Our MINI family is growing all the time, and we are focused on becoming the most loved urban premium car brand in Singapore!” added Ching.

### **MINI 66 Collection.**

The exclusive MINI 66 Collection features signature design elements such as "66" lettering, racing-inspired stripes, optional 18-inch John Cooper Works Rallye Spoke wheels with Self Leveling Hubcaps in Frozen Midnight Grey, and for the first-ever MINI John Cooper Works Electric, a striking red-and-black Multitone roof. Combining the hallmark MINI go-kart feel with iconic styling, the MINI 66 Collection was created for those who dare to be different.



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### **MINI John Cooper Works Electric: Electric-powered high-performance.**

The architecture of this fully electric MINI vehicle perfectly matches MINI's performance-focused character. The first-ever MINI John Cooper Works Electric offers up to 190 kW/258 hp and 350 Nm of instantly available system torque. The model is equipped with an electric boost function that adds 20 kW of motor power for dynamic acceleration. The John Cooper Works-specific suspension maximises the typical MINI go-kart feel and ensures agile handling. High-performance tires come as standard.

To reinforce the emotional connection to MINI's motorsport heritage, the first-ever MINI John Cooper Works Electric boasts features such as the red, white, and black checkered flag John Cooper Works logo and black side skirts. Remarkably, this nifty car can travel up to 371 km on a single charge.

### **MINI John Cooper Works: Legendary go-kart feel with impressive acceleration.**

The 2.0-litre four-cylinder TwinPower Turbo petrol engine delivers 231 hp and 380 Nm of torque, offering full-throated driving excitement in the all-new MINI John Cooper Works. The vehicle's sporty-tuned dual-clutch automatic transmission ensures dynamic gear shifts and it sprints from standstill to 100 km/h in just 6.1 seconds, clocking a top speed of 250 km/h.

To strengthen the emotional connection with MINI's motorsport heritage, design elements such as a distinctive aeroblade on the C-pillar, and an aerodynamic rear spoiler enhance both identity and driving range efficiency.

The front end is dominated by a glossy black octagonal grille with wide air intakes, paired with a modern John Cooper Works emblem. Red-accented air inlets on the front apron highlight the model's motorsport focus, while the black rear diffuser with a centrally mounted exhaust underscores its athletic character.

### **Interior: Minimalist, digital, immersive and warm.**

Inside, the front cabin design evokes the elegant minimalism of the classic Mini, featuring a clean, expansive dashboard and a multifunction steering wheel that delivers MINI's signature go-kart feel. At



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the centre is a high-resolution OLED display – the MINI Interaction Unit – which sets a new standard and reinforces the presence of the prominent 240-millimetre circular instrument cluster.

The new MINI Intelligent Personal Assistant can be activated by simply saying “Hey MINI.” Voice control enhances convenience and allows drivers to stay more focused on the road. A redesigned toggle bar with five main switches consolidates all essential driving functions and is positioned ideally below the circular display for easy access. The gear selector has been removed to create additional storage space between the front seats. Within this compartment, a wireless charging area allows mobile devices to be powered and accessed effortlessly at any time.

### **New interior experience largely shaped by using textile surface materials.**

A specially developed knitting process is used to create a two-tone textile structure that is both low-maintenance and versatile. Up to seven MINI Experience Modes bring the dashboard to life, with special light projections that extend the circular instrument's color scheme across the entire dashboard – enhancing the in-car user interface experience. New cockpit customisation options add a layer of personal comfort to the new MINI interior. From the high-quality Vescin synthetic leather used for the seats to all textiles and threads in the upholstery, knit surfaces, headliner, and flooring, the materials are all made from recycled content.

### **Special treats at VivoCity Atrium.**

- Customers stand a chance to win \$66,000 for every MINI purchased at the roadshow via a lucky draw.
- Customers who purchase a MINI 66 Collection vehicle will receive a commemorative plaque.
- Some of the attractive Spin The Wheel prizes include:
  - Apple Macbook Air 13" 256GB
  - Apple iPad Air 11" WIFI 128GB
  - Dyson Supersonic R
  - Nintendo Switch 2 + Mario Kart
  - Sony Headphone WH-1000XM6
  - \$800 MINI Lifestyle Voucher



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Additional information enclosed:

1. The MINI 66 Collection prices.
2. The MINI 66 Collection 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 Convertible, MINI Cooper 5-Door, MINI Aceman, MINI Countryman, and MINI John Cooper Works.

For more information: [www.eurokarsgroup.com](http://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 MINI 66 Collection prices.

Model	VES Band	Retail price (at time of press)
MINI John Cooper Works	B	\$302,888
MINI John Cooper Works Electric	A1	\$267,888

### 2. The MINI 66 Collection specifications.

#### **MINI John Cooper Works.**

Drive concept: 2.0 litre engine with front wheel drive, TwinPower Turbo technology.

Capacity: 1,998 cc.

Max system output: 231 hp at 5,000 – 6,000 rpm.

Max system torque: 380 Nm at 1,500 – 4,000 rpm.

Type of transmission: 7-gear Steptronic gearbox.

Acceleration: 0-100 km/h in 6.1 seconds.

Top speed: 250 km/h.

Average fuel consumption: 7.0 l/100 km.

CO<sub>2</sub> emissions: 159 g/km.

#### **MINI John Cooper Works Electric.**

Drive type: Battery electric vehicle (BEV).

Drive concept: Electric drive, transmission of the electric motor's drive torque to the front wheels.

Max system output: 190 kW/258 hp.

Max system torque: 350 Nm.

Type of transmission: Automatic transmission, single-speed with fixed ratio.

Storage technology: Lithium-ion.

Installation: Underfloor.

Voltage: 398.2 V.

Battery capacity: 136 Ah.



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Acceleration: 0-100 km/h in 5.9 seconds.

Top speed: 200 km/h.

Electric power consumption: 16.0 kWh/100 km.

Range (WLTP): Up to 371 km.