



MINI CORPORATE COMMUNICATIONS

Media Information

29th July 2026

The Final Challenge: A rugged MINI Countryman Edition takes on the Rocky Mountains.

Taking on the Rocky Mountains and undergoing its final challenge in one of the world's most demanding landscapes, a specially engineered MINI Countryman is proving its adventurous spirit far beyond the beaten path.

Munich/Rocky Mountains. Endless horizons, rugged trails, steep mountain passes and rapidly changing weather conditions: few places capture the spirit of adventure quite like the Rocky Mountains in the United States. Stretching across vast wilderness areas and reaching impressive altitudes, this iconic landscape now serves as the backdrop for the ultimate test of character for a specially engineered, all-road-capable MINI Countryman.

Hidden beneath its distinctive camouflage pattern, the vehicle is currently being subjected to challenge its capabilities in demanding real-world conditions. From gravel tracks and rocky terrain to remote mountain routes, the vehicle is being pushed beyond the ordinary, proving its resilience and adventurous spirit in the heart of the Rocky Mountains ahead of the next stage of its journey.

From winding mountain roads to rugged wilderness.

The Rocky Mountains are a land of contrasts. One moment, sweeping roads climb towards panoramic viewpoints above the tree line. The next, narrow tracks disappear into dense forests and remote valleys shaped by centuries of wind, water and changing seasons.

High altitudes, loose surfaces and unpredictable weather create challenges that cannot be fully replicated on conventional proving

Company
Bayerische
Motoren Werke
Aktiengesellschaft

Postal address
BMW AG
80788 München

Phone
+49-89-382-50181

Internet
www.bmwgroup.com

MINI CORPORATE COMMUNICATIONS

Media Information

Date 29th July 2026

Topic The Final Challenge: The rugged MINI Countryman Edition takes on the Rocky Mountains.

Page 2

grounds. Every mile driven helps ensure that the vehicle remains capable and confident wherever adventure may lead.

This latest interpretation of the MINI Countryman demonstrates the versatility that has long defined the model. Equally at home on scenic mountain roads as it is on more challenging routes, the SUV of the MINI brand embraces the spirit of exploration that has been part of MINI's character for generations.

"MINI has always been about turning every journey into an adventure. That spirit guided this project from the very beginning. We are incredibly excited to be just one step away from introducing this new, rugged addition to the MINI Countryman family. True to the MINI spirit, it combines capability with character and will open up even more opportunities for unforgettable adventures," says Jean-Philippe Parain, Head of MINI.

While details remain under wraps for now, one thing is clear: this MINI Countryman Edition has been created for those who are always looking for the next path, the next horizon and the next adventure. Its journey reaches the next milestone in October 2026, when the new special edition will make its world premiere and unveil a distinctly adventurous interpretation of the MINI Countryman.

Right after its official debut, the vehicle will demonstrate its capabilities in one of the world's most demanding offroad events: the 2026 Rebelle Rally. Covering more than 2,500 kilometres, the all-women navigation rally challenges both vehicles and teams with remote terrain, endurance-focused stages and the absence of GPS-based navigation. Combining technical capability, resilience and a true spirit of exploration, the Rebelle Rally provides the perfect platform for the MINI Countryman Offroad Edition to prove its authentic offroad credentials in the real world.

MINI CORPORATE COMMUNICATIONS

Media Information

Date 29th July 2026

Topic The Final Challenge: The rugged MINI Countryman Edition takes on the Rocky Mountains.

Page 3

C02 Emissions & Consumptions:

The vehicle shown is a development vehicle and is not offered for sale.

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.

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: +49-151-601-38072
E-mail: julian.kisch@mini.com

Micaela Sandstede, Head of Communications MINI
Phone: +49-176-601-61611
E-mail: micaela.sandstede@bmw.de

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 services. The BMW Group production network comprises over 30 production sites worldwide; the company has a global sales net-work in more than 140 countries.

In 2024, the BMW Group sold over 2.45 million passenger vehicles and more than 210,000 motorcycles worldwide. The profit before tax in the financial year 2024 was € 11.0 billion on revenues amounting to € 142.4 billion. As of 31 December 2024, the BMW Group had a workforce of 159,104 employees.

The economic success of the BMW Group has always been based on long-term thinking and responsible action. Sustainability is a key element of the BMW Group's corporate strategy and covers all products from the supply chain and production to the end of their useful life.

MINI CORPORATE COMMUNICATIONS

Media Information

Date 29th July 2026

Topic The Final Challenge: The rugged MINI Countryman Edition takes on the Rocky Mountains.

Page 4

www.bmwgroup.com

LinkedIn: <http://www.linkedin.com/company/bmw-group/>

YouTube: <https://www.youtube.com/bmwgroup>

Instagram: <https://www.instagram.com/bmwgroup>

Facebook: <https://www.facebook.com/bmwgroup>

X: <https://www.x.com/bmwgroup>