



MINI CORPORATE COMMUNICATION

Media information

10 March 2021

OPEN FOR NEW THINGS: THE MINI CONVERTIBLE.



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With fresh design accents and the expressive Zesty Yellow body colour, the new edition of the open-top four-seater now brings even more typical MINI style to the premium small car segment. New trims and equipment packages allow for particularly targeted individualisation.

Munich. Spring will not be long in coming. A particularly attractive harbinger of the warm season is already on the roads these days. With the market launch of the new MINI Convertible, the brand-typical driving pleasure and extroverted style in a small car reach an even higher level. The open four-seater of the British premium brand now underlines its unmistakable charisma with a clear and reduced design. The fresh accents on the exterior are expressed particularly intensively in conjunction with the exterior paint in the new Zesty Yellow variant available exclusively for the MINI Convertible.

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The powerful bright yellow colour emphasises the lively appearance of the MINI Convertible. At the front of the vehicle, it also adorns the bumper strip, which serves as the number plate holder and is now no longer painted in black but always in the same colour as the car. The minimalist design language also brings the design features characteristic of the brand even more into focus. The hexagonal radiator grille has gained in size and presence, while black inner housings now make the round headlights look even more expressive. With LED units as standard, they provide bright and even illumination of the road. Vertical air inlets for the air curtains have replaced the fog lights.



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Precise modifications to the side view include wheel arch surrounds with new contours. In addition, the side indicators integrated into the redesigned side scuttles are now also LED. At the rear, the clear surface design and the now standard LED lights in the distinctive Union Jack design catch the eye.

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The MINI Convertible combines the enthusiasm for open-top driving pleasure with clever functionality. It's fully electrically driven, and thus particularly quiet textile soft top can be opened and closed within 18 seconds at a time. The soft top can also be activated while driving at speeds of up to 30 km/h. For a precisely dosed supply of fresh air and sunlight, the front section of the soft top can be continuously retracted by up to 40 centimetres. This sunroof function is available at any speed. As an alternative to the black version, a MINI Yours soft top is also available, which refers to the British homeland of the MINI brand with a woven-in Union Jack pattern in titanium grey. The dynamic arrow graphic on the soft top of the MINI Convertible in the Sidewalk Edition is just as striking.

The brand's typical open-air pleasure appeals to a steadily growing fan base around the world. By far the most important sales market for the MINI Convertible is Germany, followed by the USA and Great Britain, and far ahead of France, Spain and Portugal, which are known for their reliably warm summers and many hours of sunshine. Last year, German MINI fans opted for a MINI Convertible in almost every fifth purchase.

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For the latest generation of the MINI Convertible, there is a choice of three engine variants with a power range between 75 kW/102 hp and 131 kW/178 hp. The petrol engines with three or four cylinders feature modern MINI TwinPower Turbo technology and comply with the Euro 6d emissions standard. The model range also includes the extremely sporty MINI John Cooper Works Convertible (fuel consumption combined: 7.4 - 7.1 l/100 km according to WLTP, 7.4 - 7.1 l/100 km according to NEDC; CO2 emissions combined: 167 - 161 g/km according to WLTP, 169 - 163 g/km according to NEDC). With it, the wind can easily reach gale force. Its 170 kW/231 hp four-cylinder turbo engine enables acceleration from zero to 100 km/h in 6.6 seconds. In combination with the optional 8-speed Steptronic transmission, the sprint to 100 km/h is even completed in 6.5 seconds.



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The MINI Convertible is not only the original in its vehicle class, but also the only open-top model in the premium small car segment that is truly unique. Its exclusive character can be emphasised even more with new design and equipment features. In addition to the Zesty Yellow exterior paint, there is a choice of two new body paint variants, Rooftop Grey metallic and Island Blue metallic. The range of light-alloy wheels includes



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no fewer than five new variants. These include the 17-inch light-alloy wheels in Scissor Spoke design, previously only available for the MINI Convertible Sidewalk, and the 18-inch light-alloy wheels in Pulse Spoke design with concentric bi-colour look.

The new trims and equipment packages offer further opportunities for individualisation. With their harmoniously coordinated design features, Classic Trim, MINI Yours Trim and John Cooper Works Trim each clearly highlight the different facets of the MINI Convertible's character. Similarly, the newly compiled equipment packages allow individual wishes in the areas of comfort, driver assistance and connectivity to be fulfilled in a particularly targeted manner.

Fuel consumption, CO₂ emission figures, power consumption and range were measured using the methods required according to Regulation VO (EC) 2007/715 as amended. They refer to vehicles on the automotive market in Germany. With regard to ranges, the NEDC figures take into account differences in the selected wheel and tyre size, while the WLTP takes into account the effects of any optional equipment.

All figures are already calculated on the basis of the new WLTP test cycle. NEDC values listed have been calculated back to the NEDC measurement procedure where applicable. WLTP values are used as a basis for the assessment of taxes and other vehicle-related levies that 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, from Deutsche Automobil Treuhand GmbH (DAT), Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen and at <https://www.dat.de/co2/>.

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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 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

In 2020, the BMW Group sold over 2.3 million passenger vehicles and more than 169,000 motorcycles worldwide. The profit before tax in the financial year 2019 was € 7.118 billion on revenues amounting to € 104.210 billion. As of 31 December 2019, the BMW Group had a workforce of 126,016 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.

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