



MINI CORPORATE COMMUNICATIONS

Media Information

09 July 2026

The MINI Cooper Oxford Edition: A tribute to the home of the brand.

+++ A quarter of a century ago, the first modern MINI rolled off the production line in Oxford +++ MINI celebrates the anniversary with the MINI Cooper Oxford Edition +++ Highlight: the Union Jack on the contrast roof +++

Munich. No city in the world embodies the MINI brand quite like Oxford, UK. The classic Mini was first built here in 1959, and since 2001, BMW Group has been producing the modern MINI on the same site. With the MINI Cooper Oxford Edition, the brand celebrates its British roots by incorporating the iconic Union Jack into a range of design details on the latest edition of the MINI Cooper 3-door.

From the beginning, MINI has proved that big character can come in small packages. Born from the creative vision of Sir Alec Issigonis, the classic Mini was surprisingly spacious, unmistakable in design and perfectly at home darting through city streets. It quickly became a style icon and now, as part of BMW Group, it is a modern evolution of Issigonis' original vision. MINI succeeds in finding a perfect balance between its illustrious heritage and contemporary innovation. To this day, the MINI remains a strong presence in city streets and pop culture alike around the world.

MINI Plant Oxford holds a central place in the heritage and identity of the MINI brand. The plant is not merely a production facility, but the spiritual home of MINI and a continuation of the brand's British roots. The MINI Cooper Oxford Edition carries these values to celebrate 25 years of modern MINI.

Personalisation has always been a part of MINI's DNA, as no two drivers are quite the same. MINI has always been about creating something that feels personal, whether through colour, details or little touches that make the difference. MINI releases numerous special editions worldwide, each inspired by local cultures and personal lifestyles, resulting in unique

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design concepts, in a way that only MINI can do. A wide range of customisation options – from striking paint finishes to characteristic design details – turns every MINI into a unique statement. Key design features such as the iconic bonnet stripes or the factory-fitted multitone roof are exemplary of this creative freedom. The MINI 1965 Victory Edition and the MINI Paul Smith Edition continue this tradition, reinterpreting the MINI character time and time again, all whilst appealing to a wide range of audiences.

MINI Cooper Oxford Edition: Exterior.

The MINI Cooper Oxford Edition wears its heart on its roof with the Union Jack sitting proudly on the white contrast roof, whose contemporary interpretation gives the vehicle a distinctive signature and resembles MINIs of the past. The central red and white stripe of the flag runs along the entirety of the car as a key design element, visually tying the exterior design together. The Oxford Edition is available in Indigo Sunset Blue. With white mirror caps providing an elegant contrast and subtle nod to MINIs of the past.

The exterior is further enhanced by 18-inch Slide Spoke 2-tone wheels, which give the MINI Cooper 3-door a confident stance. Individually coordinated wheel hub and valve cap covers boost the overall edition design.

MINI Cooper Oxford Edition: Interior.

Look a little closer, and you'll spot the details that make the Edition special. The Union Jack theme continues into the interior, with unique details such as a textured printed flag on the 6 o'clock steering wheel element. The floor mats feature a circular Union Jack on the driver's side, while the passenger-side floor mat carries a circular chequered flag element as a nod to MINI's racing heritage. Finally, there are unique door

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sills, so customers can celebrate 25 years of modern MINI every time they enter and exit their vehicle.

Iconic design, historical references and modern technology come together in a clear statement to celebrate 25 years of modern MINI.

MINI Lifestyle Collection: Oxford Capsule.

Style doesn't stop at the car. To match the vehicle edition, MINI has introduced a number of lifestyle products that pick up characteristic design features of the MINI Cooper Oxford Edition. The Oxford Capsule brings the edition's signature style into everyday essentials, such as the MINI Traveller Bag, unisex T-shirts, a special cap, detailed MINI Oxford stickers and the iconic MINI Umbrella Walking Stick (always an essential in the British summer!). The textiles are finished in dark blue to mirror the optional Indigo Sunset Blue vehicle paintwork, while Union Jack-inspired details give the Oxford Capsule an authentic character.

Key facts of the MINI Cooper Oxford Edition:

- Key facts of the MINI Cooper Oxford Edition: Special Edition for MINI Cooper 3-Door
- Available as MINI Cooper C and MINI Cooper S
- White contrast roof with Union Jack graphic
- 18-inch Slide Spoke 2-tone wheels with edition-specific details on the wheel hub and valve cap covers
- Body colours: Indigo Sunset Blue
- Interior with Union Jack design details on the steering wheel and floor mats

The MINI Cooper Oxford Edition is a separate and newly introduced special edition, distinct from the long-established Oxford Edition in the US market. Despite the similarity in name, the two refer to entirely separate products with no connection.

Pricing BELUX:

BE:

- MINI Cooper C - € 35.750 incl. VAT

- MINI Cooper S - € 41.300 incl. VAT

LUX:

- MINI Cooper C - € 34.600 incl. VAT

- MINI Cooper S - € 39.950 incl. VAT

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CO2 emissions & fuel consumption:

MINI Cooper C: (WLTP combined: fuel consumption 6.5 l/100 km; CO2 emissions 146 g/km; CO2 class: E).

MINI Cooper S: (WLTP combined: fuel consumption 6.7 l/100 km; CO2 emissions 150 g/km; CO2 class: E).

All of the stated model variants, equipment features, technical data relate to the German market. Energy consumption and emission figures relate to the German PKW-EnVKV regulation.

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/>.

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

In 2025, the BMW Group sold 2.46 million passenger vehicles and more than 202,500 motorcycles worldwide. The profit before tax in the financial year 2025 was € 10.2 billion on revenues amounting to € 133,5 billion. As of 31 December 2025, the BMW Group had a workforce of 154,540 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 through production to the end of their useful life.

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