



Media Information

MINI Electric Collection Cooper SE: Now available for online reservation.

MINI Canada launches its first-ever, fully-digital reservation campaign for the MINI Electric Collection, special edition Cooper SE, complete with a free MINI Wallbox Essential Level 2 Home Charger.

Richmond Hill, July 16, 2021. As MINI becomes increasingly digitized and electrified, MINI Canada is pleased to announce the launch of its first-ever, fully-digital reservation campaign for customers to secure an exclusive 2022 MINI Electric Collection, special edition Cooper SE. MINI Canada customers are now able to reserve our most electrifying model on [MINI.ca](https://www.mini.ca) in their preferred body colour, roof colour and wheel options, by placing a one thousand dollar refundable deposit.

On top of securing this exciting new edition to the MINI model lineup, all customers who place a deposit before August 3rd will be able to “charge up with no charge” - receiving a free MINI Wallbox Essential Level 2 Home Charger.

Outfitted with a range of signature details, the new MINI Electric Collection combines the visual highlights developed for the latest edition of the MINI, such as the redesigned front end and the new Multitone Roof, with exclusive design features in the exterior and interior as well as high-quality equipment details.

The MINI Electric Collection offers a particularly exclusive way to experience emissions-free driving pleasure. The spontaneous power delivery of the 181 hp and 199-lb-ft of torque electric motor, the model-specific chassis set-up and the low centre of gravity enable the MINI Cooper SE to deliver hallmark MINI agility. The lithium-ion high-voltage battery, located deep in the vehicle floor, enables a range of up to an estimated 183 km.

With a starting MSRP of \$49,990, the MINI Electric Collection Cooper SE qualifies for up to \$8000 in provincial incentives, depending on location. Provincial incentives of various amounts are available in British Columbia, Quebec, Nova Scotia, Yukon and the Northwest Territories. The \$5,000 Federal incentive also applies to the MINI Electric Collection Cooper SE.



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BMW Group in Canada

BMW Group Canada, based in Richmond Hill, Ontario, is a wholly-owned subsidiary of BMW AG and is responsible for the distribution of BMW luxury performance automobiles, Sports Activity Vehicles, Motorcycles, and MINI. BMW Group Financial Services Canada is a division of BMW Group Canada and offers retail financing and leasing programs and protection products on new and pre-owned BMW and MINI automobiles, as well as retail financing for new and pre-owned BMW Motorcycles. A total network of 51 BMW automobile retail centres, 21 BMW motorcycle retailers, and 31 MINI retailers represents the BMW Group across the country.

For more information, please contact:

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