



Media Information

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The new MINI Cooper with gasoline engines: The new MINI Cooper and the new MINI Cooper S.

The fifth generation of the MINI Cooper stands for simplicity at its charismatic best. Typical MINI proportions evoke the brand's history. Together with the striking front grille, they give the new model its distinctive face. Minimalist design, digital innovations and an immersive user experience are the hallmarks of the interior.

****Please note: Not all variants and features may be available in the Canadian market.
More information will be released at a later date.****

Richmond Hill, ON. MINI is pleased to global debut its next new models – the MINI Cooper and MINI Cooper S. These new 3-door models are part of the most significant transformation for MINI since its founding 65 years ago - a transformation that will see the introduction of a completely New MINI Family of vehicles over the course of this year.

Within the new Cooper family, MINI designates the performance levels of its gasoline engines, using the letter C for the MINI Cooper, and using the letter S for the performance-enhanced MINI Cooper S.

For North American customers, the new MINI Cooper and Cooper S come exclusively with 2.0-litre 4-cylinder engines. The brand's iconic go-kart feeling is brought to the road in the new generation MINI, while its clean, minimalist design carries on the instantly recognizable appearance unique to MINI.

“At MINI, ‘Power of Choice’ means that in addition to current and future electric MINI models, we also offer models such as the new MINI Cooper with gasoline engine. The car is ideal for all those people who want to drive a classic MINI 3-door and appreciate the traditional performance and characteristic sound of a combustion engine,” says Stefanie Wurst, Head of MINI.



The interior focuses on minimalist design and new materials. Technical innovations such as the MINI Operating System 9, the new MINI Experience Modes and a wide range of digital functions create an immersive user experience.

Two powerful drive variants:

In North American trim, the MINI Cooper S 2.0-litre 4-cylinder engine generates an estimated output of 201 hp and a maximum of 221 ft-lbs of torque. Specifications and performance details of the Cooper 2.0-litre 4-cylinder engine will be made available at a later date.

The MINI Cooper is equipped with a suspension and damping system designed for agile handling. The typically precise MINI steering combined with powerful brakes ensures a high level of driving pleasure, safety, and comfort.

The exterior - cult status included:

With a purist design and compact silhouette, the MINI Cooper is the embodiment of the brand's basic idea: maximum driving pleasure with a minimal ecological footprint. The contemporary minimalism of the new design characterizes the clear surfaces of the body. Short overhangs and a short bonnet contrast with the long wheelbase, giving the car typical MINI proportions.

At the front, the new octagonal grille with its filigree contours defines the MINI Cooper's characteristic face even more. The BMW Group's smallest radar sensor to date is positioned on the horizontal strut between the air intakes. A total of 12 ultrasonic sensors in the MINI Cooper support the driver assistance systems and increase driving safety.

Horizontal LED daytime running lights underline the new appearance in the standard setting. The striking appearance is further enhanced by three selectable light signatures called Classic, Favoured, or JCW for the daytime running lights of the MINI LED headlights and the redesigned matrix rear lights. All three selectable light signatures begin and end with a specially orchestrated welcome or goodbye animation.



The interior - classic, innovative, MINI:

The MINI Cooper's elegant, minimalist interior design is inspired by the classic Mini. The new steering wheel, the typical MINI toggle bar and the two-tone textile dashboard create a sense of spaciousness in the cockpit. Clean lines are the hallmark of the modern interior with its generous amount of space. The panoramic glass roof adds to the bright and friendly atmosphere. By folding down the rear seat in a 60:40 ratio, the luggage compartment can be flexibly expanded from 210 litres to provide a volume of up to 725 litres.

The most important driving functions (parking brake, gear selector, start/stop key, experience mode toggle, volume control) are directly accessible via the distinctive toggle bar. By moving the gear selector to the toggle bar, the centre console now has space to accommodate the new Wireless Charging Shelf 2.0 where smartphones can be stored here and charged wirelessly.

The MINI Interaction Unit has been moved closer to the driver in the MINI Cooper cockpit. An industry first, this thin, high-resolution OLED display with high-quality glass edge has a diameter of 240 mm. Its operating logic is like that of a smartphone and can be operated intuitively by touch.

Relevant vehicle-related information, such as speed and fuel consumption, is displayed at the top of the screen. In the main menu, the functions are arranged horizontally as widgets and can be selected by swipe and touch. In the lower area of the OLED display, the menu items Navigation, Media, Telephone and Climate can be selected directly at any time.

Digital innovations for an immersive user experience:

As part of the optional MINI Experience Modes, two projector units beam various illuminated graphics onto the dashboard. The interplay of visual design, ambient lighting and sound design changes the appearance of the cockpit and opens new possibilities for personalizing the MINI Cooper.

Drive safely, arrive relaxed:



The new MINI Cooper offers numerous driver assistance systems for safe and comfortable driving pleasure. As standard, the Safe Exit function monitors the area around the parked vehicle and warns approaching road users before the door is opened. The function not only delays the unlocking of the doors, but also uses light signals outside the vehicle to warn of a possible collision.

On the road, the MINI Navigation package optionally provides support with 3D visualization and Augmented View, displays the current traffic situation, provides information about parking options, and much more. Camera and radar-based assistance functions increase safety by supporting steering and lane keeping as part of the comprehensive Driving Assistant Plus package. Automatic speed and distance control makes city driving even more comfortable.

Just say "Hey MINI" to activate the MINI Intelligent Personal Assistant (IPA) on the OLED display. A 3D visualization then appears in the form of a "car" avatar or the digital MINI companion "Spike". Interacting with the MINI IPA, the driver can use his voice to control a wide range of options such as navigation, telephony, entertainment, and other vehicle functions.

The innovative MINI Digital Key Plus function turns the smartphone into the car key via the MINI app. The welcome animation of the front and rear lights begins as soon as the driver is less than 10 feet away; the doors are unlocked when the driver is at a distance of less than five feet. This convenient vehicle experience can be digitally transferred to different users, including their personal vehicle settings.

MINI Styles for an individual look:

For North American customers, the new Classic and Favoured Styles offer a wide range of customization options in keeping with the MINI's expressive brand personality.

Depending on the trim, the new MINI Cooper and MINI Cooper S are available with different body paint finishes and interior trims. All colours can be combined with one of three roof colours and create a variety of contrasts. An exclusive option in conjunction with the Favoured Trim package is the Spray-Tech design of the distinctive Multitone Roof. This features a three-colour gradient. This unique roof treatment will be available to North American customers starting as of July production of this year. When it comes to



wheels, the new MINI Cooper and Cooper S will come with a choice of aerodynamically optimized designs available in 17-inch to 18-inch aluminum rims.

The MINI Cooper S destined for Canada starts production as of April 2024, with a base MSRP of \$39,990 CAD.

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BMW Group in Canada

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BMW Canada Inc.
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BMW Canada Inc.
une compagnie
du BMW Group

Head Office/
Siège social
50 Ultimate Drive
Richmond Hill, Ontario
Canada
L4S 0C8

Telephone/
Téléphone
(905) 683-1200

Facsimile/
Télécopieur
(905) 428-5668

Internet
www.bmw.ca
www.mini.ca

For more information, please contact:

Marc Belcourt, Director, Corporate Communications
BMW Group Canada
905-428-5078 / marc.belcourt@bmwgroup.ca

Jean-Francois Taylor, Product and Technology Manager, Corporate Communications
BMW Group Canada
905-428-5366 / jean-francois.taylor@bmwgroup.ca