



MINI CORPORATE COMMUNICATIONS

Media Information
15 October 2025

MINI and Paul Smith at the Japan Mobility Show 2025.



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MINI presents the next milestone in its cooperation with Paul Smith in Tokyo whilst showcasing their current model range.

Munich/ Tokyo. The Japan Mobility Show 2025 becomes the stage for the latest milestone in the long-standing collaboration between MINI and British designer Paul Smith. It will be unveiled as part of the BMW Group Keynote on 29 October 2025 at 09:55 (JST) at the BMW Group stand, based in the West Exhibition Hall of the show.

MINI and Paul Smith: A creative success story.

The MINI Paul Smith Edition is a new chapter in the success story of the two British brands. The long-lasting relationship began in 1998, when the designer wrapped a Classic Mini Cooper in his trademark visual design. To mark the 40th anniversary of the Classic Mini in 1999, the designer lent his characteristic Paul Smith "Signature Stripes" to a one-off model. After two

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further one-offs - the MINI Strip in 2021 and the MINI Recharged by Paul Smith in 2022 - Paul Smith's design language returns to MINI.

MINI model portfolio.

As part of the BMW Group stand at the Japan Mobility Show, MINI is presenting the diverse range of its current product portfolio. The MINI Cooper family is represented by showcasing the MINI Cooper SE, which combines heritage, technology and driving pleasure. Whilst providing a fully electric go-kart feeling via the 218 hp electric powertrain. Also present will be the MINI Cooper 5-door S, which combines compact dimensions and agility whilst showcasing increased practicality when compared to its 3-door siblings. A MINI Cooper Convertible will also be on show, which presents open-air driving in the spirit of its 'Always Open' philosophy: agile, spontaneous and full of driving pleasure.

Launched earlier this year, the MINI John Cooper Works Aceman outlines its sporty all-electric useable performance from the John Cooper Works sub-brand. The latest model in the MINI family presents itself as a versatile companion and not only demonstrates MINI's typical "Clever Use of Space" - but also brings a powerful driving experience to the road as a performance-enhanced version thanks to 258 hp produced from the 54.2 kWh electric battery. Finally, the MINI Countryman S ALL 4 will also be present on the BMW Group stand at the Japan Mobility Show: as the largest of the MINI family, the car offers generous space and fits in perfectly for those looking for longer adventures and spontaneous exploring.

Japan Mobility Show.

The Japan Mobility Show is regarded as one of the most important international platforms for pioneering mobility concepts. From October 29 to November 9, over 130 exhibitors will be presenting their innovations to visitors and press at the Tokyo Big Sight exhibition centre - making the Japanese capital the centre for visions of tomorrow's mobility.

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MINI Cooper SE (WLTP combined: 14.7 - 14.1 kWh/100 km according to WLTP; CO2 emissions combined: 0 g/km; CO2-class: A; Range in km according to WLTP: 387 - 402).

MINI Cooper S 5-Door (WLTP combined: Power consumption 6.8 - 6.3 l /100 km; CO2 emissions 152 - 141 g/km; CO2 class E).

MINI Cooper Convertible S (WLTP combined: Power consumption 6.6 - 6.5 l /100 km; CO2 emissions 150 - 148 g/km; CO2 class E).

MINI John Cooper Works Aceman (WLTP combined: 16,4 – 16,0 kWh/100 km according to WLTP; CO2 emissions combined: 0 g/km; CO2-class: A; Range in km according to WLTP: 355 – 344).

MINI Countryman S ALL4 (WLTP combined: 7.4 – 6.8 l/100 km according to WLTP; CO2 emissions combined: 169-155 g/km).

All model variants, equipment and technical data described here refer to the German market. Consumption and emission data refer to the German Passenger Car Energy Labelling Regulation (EnVKV).

Fuel consumption, CO₂ emission figures and 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 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.

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 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.

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