



MINI CORPORATE COMMUNICATIONS

Media Information

28. May 2026

British collaboration, reinterpreted: The MINI Paul Smith Edition.



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The MINI Paul Smith Edition blends Paul Smith’s signature “classic with a twist” aesthetic with MINI’s iconic design elements. This special edition is available for the MINI Cooper 3-Door, MINI Cooper 5-Door, and MINI Cooper Convertible.

Munich. MINI and Paul Smith bring together what defines both brands: iconic form, meticulous detailing, and the freedom to reinterpret classic design with unexpected twists. The MINI Paul Smith Edition translates the designer’s signature style into a distinctive edition for the MINI Cooper family—recognisable through characteristic accents both inside and out. The edition is now readily available for the MINI Cooper 3-Door

Company
Bayerische
Motoren Werke
Aktiengesellschaft

Postal address
BMW AG
80788 München

Phone
+49-89-382-0

Internet
www.bmwgroup.com

CONFIDENTIAL

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Page 2

(electric and petrol), the MINI Cooper 5-Door, and the MINI Cooper Convertible.

Details with a British twist

Three exterior colours are available for the edition, including two exclusives. Statement Grey reinterprets the 1959 Mini Austin Seven shade in a contemporary way—a clean grey with a subtle blue hue. Inspired White echoes the beloved beige of the classic Mini in a modern tone. Completing the palette is Midnight Black Metallic, an elegant black from the current MINI colour range.

Defining the look are striking contrasts between body, roof, and accent colours, combined with the signature Paul Smith stripes. Door mirrors, the radiator grille surround, and wheel hub caps stand out across all models in Nottingham Green—a nod to the British designer’s hometown.

For the hard-top models, two edition-specific roof finishes are available: Nottingham Green or a more understated black with matte and gloss tone-on-tone striping.

Inside, the Paul Smith Edition pairs British understatement with creative details. Vescin/knit upholstery in Nightshade Blue meets black knitted surfaces with subtle tone-on-tone stripes. A “Hello” projection when opening the door, the “Every day is a new beginning” inscription on the door sill, and the signature stripe textile element on the 6 o’clock spoke of the sport steering wheel add distinctive touches. A hand-drawn “Rabbit” graphic on the floor mat completes the characteristically British sense of humour.

Key highlights of the MINI Paul Smith Edition

- Available for the MINI Cooper 3-Door (electric and combustion), MINI Cooper 5-Door, and MINI Cooper Convertible

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Media Information

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Page 3

- Exclusive exterior colours: Statement Grey, Inspired White, or Midnight Black Metallic
- Nottingham Green as roof and accent colour (mirrors, grille surround, hub caps)
- Roof options: Nottingham Green with signature stripe on the driver's side, or Jet Black with tone-on-tone striping
- Distinctive details such as the "Hello" light projection, Rabbit floor mat graphic, and "Every day is a new beginning" door sill
- Three exclusive Paul Smith backgrounds in Personal Mode for the circular display

CO2 emissions & consumption

MINI Cooper SE: (WLTP combined: energy consumption 14.7–14.6 kWh/100 km; CO2 emissions 0 g/km; CO2 class: A)

MINI Cooper E: (WLTP combined: Energy consumption 14.3 kWh/100 km; CO2 emissions 0 g/km; CO2 class: A)

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

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

MINI Cooper C Convertible: (WLTP combined: Energy consumption 6.8 l/100 km; CO2 emissions 154 g/km; CO2 class: E)

MINI Cooper S Convertible: (WLTP combined: Energy consumption 6.9 l/100 km; CO2 emissions 156 g/km; CO2 class: F)

MINI Cooper C 5-Door: (WLTP combined: Energy consumption 6.6 l/100 km; CO2 emissions 149 g/km; CO2 class: E)

MINI CORPORATE COMMUNICATIONS

Media Information

Date 28. May 2026

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Page 4

MINI Cooper S 5-Door: (WLTP combined: Energy consumption 6.8 l/100 km; CO₂ emissions 152 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/>.

In case of queries, please contact:

Corporate Communications

Franziska Liebert, Spokesperson MINI
Phone: +49-89-382-28030
E-mail: franziska.liebert@mini.com

Micaela Sandstede, Head of Communications MINI

CONFIDENTIAL

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Page 5

Phone: +49-176-601-61611

E-mail: micaela.sandstede@bmw.de

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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