



Media Information

July 9, 2026

MINI Cooper Heritage Edition celebrates the brand's iconic roots.

- *Celebrates British roots and iconic heritage of the famed automotive brand that's also marking the 25th anniversary of the modern MINI.*
- *Limited run of 45 units for Canada.*
- *Base MSRP of \$44,990 CAD.*

Richmond Hill, ON. MINI celebrates its iconic origins with the launch of the MINI Cooper Heritage Edition. Since the first classic Mini was built in 1959, the brand has celebrated its place in the automotive world as a true British icon that has transcended technology, efficiency, culture, and fashion. With the MINI Cooper Heritage Edition, the brand celebrates its roots with a design that features the iconic Union Jack in a range of details for a limited run of model based specifically on the MINI Cooper S 3 Door.

From the beginning, MINI has proved that big characters 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 on country back roads and city streets alike.

It quickly became a style icon and now, as part of BMW Group, MINI has become a modern evolution of Issigonis' original vision, successful in representing a perfect balance between its illustrious heritage and contemporary innovation.

MINI's British roots – specifically the brand's production home at 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 Heritage Edition carries these values to celebrate 25 years of modern MINI.



Personalization has always been a part of MINI's DNA, just as no two drivers are quite the same. MINI has always created something that feels personal, whether through colour, details or product touches that make the difference.

MINI has a long history of releasing numerous special editions worldwide, each inspired by local cultures and personal lifestyles, resulting in unique design concepts, in a way that only MINI can do. A wide range of customization 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.

Recent special editions such as the MINI 60 Years Edition, MINI 1965 Victory Edition, , and the MINI Paul Smith Editions continue the brand's legendary special edition impulses. Dating back to the 1960s, the long history of MINI special editions continues to reinterpret the brand character – each one in an exclusive way while appealing to different audiences.

MINI Cooper Heritage Edition: Exterior.

The MINI Cooper Heritage 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 Cooper Heritage Edition is available in three exterior paint finishes: Chili Red, Blazing Blue and Indigo Sunset Blue. White mirror caps provide an elegant contrast and subtle nod to MINI's heritage.

The exterior is further enhanced by 18-inch Slide Spoke 2-tone wheels, which give the MINI Cooper S 3 Door a confident stance. Details including special wheel centre caps and valve stem caps boost the overall edition design.

MINI Cooper Heritage Edition: Interior.

Look a little closer, and you'll spot the details that make the Heritage 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 floormat carries a circular checkered flag element as a nod to MINI's racing heritage. Finally, there are unique door 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.

Key Elements of the MINI Cooper Heritage Edition:

- Special Edition for MINI Cooper S 3 Door
- White contrast roof with Union Jack graphic
- 18-inch Slide Spoke 2-tone wheels with edition-specific details on the wheel centre caps and valve stem caps
- Body colours: Chili Red II, Blazing Blue Metallic and Indigo Sunset Blue Metallic
- Interior with Union Jack design details on the steering wheel and floor mats

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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, 26 BMW motorcycle retailers, and 31 MINI retailers represents the BMW Group across the country.

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