

No Two MINIs Are Alike

MINI Showcases Its Creativity-Driven Lineup at Auto China 2026

(Beijing)

At Auto China 2026, MINI makes a confident statement with its largest booth to date and a significantly expanded display lineup. Across 14 exhibit models, the brand presents a vivid spectrum of creativity and personal expression — from the global debut of the MINI Countryman VAGABUND Concept to the China premiere of the all-electric MINI x DEUS "The Skeg" Concept, alongside a curated selection of special editions and exclusive colorways set to launch in China.

From bold customization to personal reinterpretation, each exhibit stands apart with a character of its own. Inspired by contemporary culture, cross-disciplinary collaboration, and co-creation with Chinese MINI communities, every MINI on display reflects a distinct creative perspective. The lineup highlights MINI's strong connection with a new generation of expressive and style-conscious customers in China, where creativity is increasingly shaping lifestyle and mobility choices.

Cross-Disciplinary Co-Creation Celebrating Cultural Diversity

Built on the MINI Countryman, Austrian design studio VAGABUND Moto has crafted the MINI Countryman VAGABUND Concept, transforming the vehicle into a cultural connector. By replacing the rear side windows with a bespoke high-performance sound system, the concept reimagines the car as a mobile soundscape — a focal point for music enthusiasts and a natural meeting place within contemporary festival culture.

Making its first appearance in China, the all-electric MINI JCW x DEUS "The Skeg" Concept explores a different dimension of lifestyle. Featuring a dramatically weight-reduced, semi-transparent fiberglass body and surf-inspired functional elements, the concept captures a spirit shaped by freedom, movement, and creative self-expression — resonating strongly with audiences seeking new forms of lifestyle expression.

Also on display is a customized vehicle created by a Chinese MINI owner. Reflecting a deep passion for MINI's motorsport heritage, the car combines traditional Chinese design elements with advanced 3D-printed aerodynamic components. It stands as a powerful example of co-creation, demonstrating how MINI customers actively shape the brand's creative ecosystem. In China in particular, this culture of participation continues to redefine the relationship between brand and community.

Celebrating British Heritage, Revealing MINI's True Character

Time refines the classics; passion brings authenticity to the surface. Limited to a small volume nationwide, the Electric MINI Cooper Union Jack Special Edition draws inspiration from the iconic visual language of Austin Powers. Through nine meticulously executed painting processes and three layers of original factory paint, the Union Jack motif is applied across the entire body with exceptional precision. The result is a bold and unmistakable expression where design meets craftsmanship — a contemporary take on MINI's British heritage.

Building on this theme, the MINI Best of British special series translates the Union Jack's signature red, blue, and white palette into a cohesive design language, complemented by exclusive details that reinforce its unmistakable identity.

Also on display is the Electric MINI Cooper Paul Smith Edition, created in collaboration with renowned British designer Paul Smith. More than 20 carefully concealed design details reveal themselves over time, reflecting a shared philosophy: understated at first glance, yet full of character beneath the surface. Inside the cabin, handwritten messages and hand-drawn illustrations introduce a subtle sense of British humor, creating an immediate emotional connection. Since its launch in March, the model has generated strong interest in China, with order intake exceeding that of other global markets (subject to final confirmation).

More Ways to Make It Your MINI

At Auto China 2026, MINI — widely recognized as a master of color in the automotive world — continues to expand the possibilities of customization, particularly within its John Cooper Works portfolio.

Making its debut, the Electric MINI JCW Satin Special Edition introduces a refined matte silver finish to the MINI Cooper family for the first time, delivering a subtle yet confident expression of premium design. The model will be introduced to the Chinese market in limited volumes in the coming months.

The MINI JCW Countryman Limited Color Edition combines a newly introduced Slate Blue body with a contrasting red roof, creating a dynamic and performance-driven visual identity.

The Electric MINI JCW Aceman Limited Color Edition pairs a Chili Red body with a red-to-black gradient roof, translating driving excitement into a bold and instantly recognizable look.

Another highlight is the fully blacked-out MINI JCW Edition, finished in Midnight Black across both body and roof, creating a seamless and striking appearance under changing light conditions. The only contrasting detail comes from the signature JCW red front accents, adding a sharp and expressive edge.

These models also demonstrate MINI's strong and well-established customization capabilities. From exterior personalization and decals to performance-focused upgrades such as aerodynamic components, wheels, suspension systems, and sport exhaust finishes, MINI offers customers in China an expanding range of possibilities to bring their own creative vision to life.

A Brand That Celebrates Self-Expression

As a cultural icon unlike any other, MINI has always stood for creativity and self-expression. Whether pushing boundaries or celebrating heritage, the ever-evolving MINI universe offers a platform for people to express their personality.

In China, where creativity and self-expression continue to gain momentum, MINI provides a brand experience that goes beyond the vehicle itself — enabling customers to confidently show who they are.

From April 24, discover MINI at Auto China 2026 in Hall W4.