

From Streets to Circuits: Unlock the Ultimate Driving Experience

MINI Introduces the MINI JCW 3-Door Top Player Special Edition (MINI JCW 三门版高能玩家系列)

(Beijing) For many driving enthusiasts, racing video games were their first introduction to the thrill of performance cars. On July 20, John Cooper Works, MINI's high-performance sub-brand, unveiled the new MINI JCW 3-Door Top Player Special Edition.

Based on the MINI JCW 3-Door, the new model combines exclusive design elements with personalized upgrade options, allowing customers to continuously enhance and customize their vehicles through official accessories—much like unlocking new equipment in a racing game—to create their own "fully upgraded" JCW. Available on three different "equipment levels," the MINI JCW 3-Door Top Player Special Edition offers performance enthusiasts a more personalized ownership experience, with a limited-time retail price of RMB 334,800.

Inspired by Racing Red, Born for High Performance

John Cooper Works has always embodied MINI's passion for driving enjoyment and motorsport heritage. The MINI JCW 3-Door Top Player Special Edition translates MINI's rich racing DNA into a distinctive visual statement.

The combination of the Icy Sunshine Blue and the iconic Chili Red roof create a striking contrast between calm sophistication and dynamic energy. For MINI JCW, red has never been just a color. Since the classic Mini's legendary victories in the Monte Carlo Rally, generations of red Mini race cars have helped establish red as a symbol of MINI's racing spirit and performance culture. The Chili Red roof, exclusive to JCW models, boldly showcases the high-performance character hidden within the compact body and has earned the affectionate nickname of MINI's "Little Red Riding Hood" among enthusiasts.

On the MINI JCW 3-Door Top Player Special Edition, red design accents extend far beyond the roof. Exclusive Rally Red performance wheels and matching motorsport-inspired body graphics further reinforce the car's racing identity. Inspired by the iconic identification liveries used in motorsport, the red graphics flow seamlessly from the roof to the wheels and body details, ensuring outstanding visual recognition even from a distance. To ensure long-lasting appearance and protection, all Top Player Special Edition models come standard with a factory-installed paint protection film, providing enhanced protection for both the paintwork and exclusive graphics.

Heroic Presence for the Urban Playground

The bold blue-and-red color combination of the MINI JCW 3-Door Top Player Special Edition naturally evokes images of iconic superheroes such as Superman and Spider-Man—agile, Htic and always ready for action in the urban landscape.

Beneath its eye-catching appearance lies MINI's purest high-performance engineering. The MINI JCW 3-Door is powered by BMW Group's renowned B48 2.0-liter turbocharged engine, producing 231 hp and 380 Nm of torque, enabling acceleration from 0–100 km/h in just 6.1 seconds. Paired with a responsive 7-speed dual-clutch transmission, the powertrain delivers rapid gear changes and seamless power delivery. Combined with JCW-specific powertrain and chassis tuning, the vehicle offers sharper throttle response and more precise vehicle control.

The JCW-exclusive Launch Control function further unlocks the vehicle's performance potential, delivering maximum acceleration with confidence and precision from a standstill.

To support more demanding driving scenarios, the MINI JCW 3-Door is also equipped with a larger high-performance cooling system that manages engine temperatures more effectively. Whether driving at sustained high speeds, tackling mountain roads, or participating in track-day sessions, the vehicle is able to maintain consistent power delivery and stable performance under demanding conditions.

Upgrade Your Equipment, Personalize Your Performance

MINI JCW 3-Door Top Player Special Edition is more than a performance car—it's a platform for continuous personalization and evolution. Just as players unlock new components and upgrade performance in racing games, every JCW owner can tailor the vehicle to their own driving preferences and personal style.

The MINI JCW 3-Door Top Player Special Edition offers two officially certified upgrade packages with full quality assurance and aftersales support, allowing customers to enhance their vehicles through both aerodynamic and chassis-focused modifications.

For those seeking even greater aerodynamic performance and motorsport-inspired styling, MINI offers a comprehensive JCW Aerodynamic Package consisting of six genuine accessories, including gloss black front side winglets, rear side winglets and side skirts, a gloss black rear diffuser, C-pillar trim, a JCW roof spoiler and a striking red tow strap. Together, these elements create a more complete and authentic racing aesthetic while enhancing the vehicle's athletic appearance.

For drivers pursuing purer driving experience, MINI also offers a specially tuned JCW Suspension Package. Developed and validated to MINI's exacting standards, the suspension lowers the vehicle's stance while maintaining everyday comfort, delivering improved body control and enhanced dynamic responsiveness. Whether changing direction quickly or carving through corners with confidence, drivers benefit from a more engaging and rewarding driving experience.

Unleashing JCW Driving Pleasure

As car performance continues to evolve, demand for vehicle personalization and modification is growing rapidly. In response to this trend, and supported by recent government initiatives aimed at promoting automotive aftermarket development, MINI has introduced the JCW 3-Door Top Player Special Edition.

More than a new expression of JCW racing culture and personalization, the Top Player Special Edition extends driving enjoyment far beyond the moment of vehicle delivery. It enables owners to continuously enrich, personalize and evolve their driving experience, making every journey uniquely their own.