

Press release

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TWO BRITISH ICONS, A TRUE FRIENDSHIP REIMAGINED
MINI PAUL SMITH EDITION PETROL MODELS LAUNCH IN
CHINA, COMPLETING THE LINE-UP

Beijing. On 14 October, the petrol-powered MINI Cooper 3-Door, MINI Cooper 5-Door and MINI Cooper Convertible Paul Smith Edition officially launched in China, with limited-time offer prices of RMB 277,800, RMB 287,800 and from RMB 319,800 respectively. With the petrol models joining the range, the complete MINI Paul Smith Edition line-up is now here. This is the broadest collaboration MINI and British designer Paul Smith have brought to production cars so far, bringing nearly three decades of shared design values across the new-generation MINI Cooper family for the first time.

The MINI Paul Smith Edition range is available with both electric and petrol powertrains. Inspired White, Statement Grey and Midnight Black body colours are paired with either a Nottingham Green roof or a black roof with dark-tone stripes, creating six exterior colour combinations. Inside, Paul Smith's signature stripes, handwritten graphics and playful details are woven into the everyday experience. With the launch of the petrol models, the line-up now spans petrol, electric and open-top driving.

Paul Smith's Signature Style, Reimagined in Every Detail

At first glance, it is unmistakably MINI. Look closer, and Paul Smith's signature is everywhere. Nottingham Green, a tribute to Paul's hometown, appears for the first time across details including the roof and exterior mirrors. The familiar MINI logo and body trim are finished in the specially developed Black Blue colour.

Inside, Paul Smith's Signature Stripe is deconstructed and reinterpreted in new ways. Tone-on-tone stripes run across the dashboard and head restraints, while the colourful stripes appear on the steering wheel's textile band and the round OLED display. Every detail was personally guided by the designer. The result retains Paul Smith's unmistakable design language while expressing his

“classic with a twist” philosophy in fresh and unexpected ways, turning the MINI into a complete designer piece.

The design experience also extends into the digital world. An exclusive MINI Paul Smith Edition theme will be introduced in the MINI App for owners, making every interaction with the app part of the edition’s distinctive design experience.

A Truly Special Edition, Made to Endure

The true significance of a MINI special edition often reveals itself over time. The MINI INSPIRED BY GOODWOOD edition, developed with the Rolls-Royce design team, is one such example. Since its launch in 2011, time has shown how difficult a collaboration of this kind is to replicate. The most striking feature of its exterior design was the body finish in the exclusive Rolls-Royce colour Diamond Black metallic. Inside, the dashboard and doorhandle surfaces were finished in Walnut Burr, a premium wood trim exclusive to Rolls-Royce, while cashmere roof linings and deep-pile lambswool foot mats further defined its incomparably high-quality ambience. Its clear cultural origins, carefully chosen materials and considered detailing have made it a modern classic that enthusiasts continue to seek out, collect and discuss.

The MINI Paul Smith Edition has the same depth to be discovered over time. MINI and Paul Smith first collaborated in 1998. The two British icons share a natural affinity: restrained on the outside, rebellious at heart; both share a sense of humour and an attention to detail. Now complete, the MINI Paul Smith Edition range carries this nearly three-decade friendship across the new-generation MINI Cooper family. Its appeal goes beyond the design itself: it brings their creative collaboration to the road—an edition to enjoy today and a design piece to appreciate for years to come.

GQ Germany has named the MINI Paul Smith Edition one of the nine coolest models in more than 60 years of MINI history. It appears alongside the original Austin Seven, the Monte Carlo Rally-winning MINI Cooper S and the MINI Clubman with its iconic split rear doors—further recognition of the MINI Paul Smith Edition’s distinctive place in the MINI special-edition lineage.

Every Day Is a New Beginning !

The city is a natural runway, and every day is worth embracing to the full. As drivers approach the car, a projected handwritten “Hello” offers a welcome. Inside, the message “Every day is a new beginning!” appears on the door sill, while a hand-drawn sun is hidden on the rear door sill of the MINI COOPER PAUL SMITH edition 5-Door. These details are subtle, playful and rewarding to discover.



This optimism, expressed through thoughtful details, reflects the shared values of MINI and Paul Smith. With the full MINI Paul Smith Edition range now on sale, every day can begin with something to look forward to.

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