



# MINI CORPORATE COMMUNICATIONS

Media Information

04 July 2024

## First Electric MINI John Cooper Works to Debut at Goodwood Festival of Speed Ahead of its World Premiere.



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**The new MINI John Cooper Works E PROTOTYPE is set to storm up the hill at this year's Goodwood Festival of Speed, ahead of its world premiere in autumn of 2024.**

**Munich.** The MINI John Cooper Works E PROTOTYPE marks a significant milestone as the first-ever electric MINI John Cooper Works model. Featuring a striking design and advanced electric powertrain, this prototype embodies MINI's commitment to innovation and electromobility.

Celebrating its world premiere later this year, the MINI John Cooper Works E represents a bold move in MINI's evolution, combining the brand's rich heritage with cutting-edge technology. The future John Cooper Works lineup will include both petrol and all-electric models.

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In a nod to MINI's historic victory of the Mini Cooper S at the 1964 Rallye Monte Carlo 60 years ago, the racecar features a distinctive camouflage designed by the MINI Design Team, and the "37" logo, commemorating this milestone achievement. This emblem serves as a homage to MINI's rich motorsport tradition.

The dynamic premiere at the Goodwood Festival of Speed offers a glimpse of the future of high-performance electric vehicles, showcasing MINI's iconic design and engineering prowess. Fans and automotive enthusiasts alike can expect an unforgettable showcase of the MINI John Cooper Works E PROTOTYPE's capabilities as it tackles the challenging hill climb.

The Goodwood Festival of Speed is being held over four days from 11-14 July 2024.

Fuel consumption, CO<sub>2</sub> 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 CO<sub>2</sub> 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](http://www.bmw.de/wltp).

For further details of the official fuel consumption figures and official specific CO<sub>2</sub> emissions of new cars, please refer to the "Manual on the fuel consumption, CO<sub>2</sub> 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/>.

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## **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 and mobility 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 2022, the BMW Group sold nearly 2.4 million passenger vehicles and more than 202,000 motorcycles worldwide. The profit before tax in the financial year 2022 was € 23.5 billion on revenues amounting to € 142.6 billion. As of 31 December 2022, the BMW Group had a workforce of 149,475 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

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