

# MINI CORPORATE COMMUNICATIONS

Media Information

01 August 2024

## Postcard Story. The MINI Cooper E in Classic Trim.



**The all-electric MINI Cooper E impresses with its refreshing Sunny Side Yellow exterior color and, with its sporty, modern appearance, fits in perfectly with the Mediterranean flair of Greece.**

P90556750

The exterior appearance is rounded off by white roof and mirror caps, the high-gloss black radiator grille surround, and the 17" U-Spoke rims, which form a perfect complement to the bright exterior color. The sporty side of the MINI continues in the interior: Vescin synthetic leather seats in black/blue, sports steering wheel and the head-up display form the ideal, sporty reserved counterpart to the exciting outdoor appearance. The typical MINI go-kart feeling finally makes the MINI Cooper E the perfect, all-electric companion.

**Company**  
Bayerische  
Motoren Werke  
Aktiengesellschaft

**Postal address**  
BMW AG  
80788 München

**Phone**  
+49-89-382-50181

**Internet**  
[www.bmwgroup.com](http://www.bmwgroup.com)

MINI Cooper E (electricity consumption combined: 14.3 - 13.8 kWh/100 km according to WLTP; CO2 emissions combined: 0 g/km; CO2-class: A; Range in km according to WLTP: 293 - 305).

# MINI CORPORATE COMMUNICATIONS

## Media Information

Date 01 August 2024  
Topic Postcard Story. The MINI Cooper E in Classic Trim.  
Page 2

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/>.

In case of queries, please contact:

## Corporate Communications

Julian Kisch, Press Spokesperson Product Communication MINI  
Phone: +49-89-382-38072  
E-mail: [julian.kisch@mini.com](mailto:julian.kisch@mini.com)

Andreas Lampka, Head of Communications MINI  
Phone: +49-89-382-23662  
E-mail: [andreas.lampka@mini.com](mailto:andreas.lampka@mini.com)

## 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.

[www.bmwgroup.com](http://www.bmwgroup.com)

Facebook: <http://www.facebook.com/BMWGroup>

Twitter: <http://twitter.com/BMWGroup>

YouTube: <http://www.youtube.com/BMWGroupView>

Instagram: <https://www.instagram.com/bmwgroup>

LinkedIn: <https://www.linkedin.com/company/bmw-group/>