



MINI CORPORATE COMMUNICATIONS

Media Information

20 August 2024

MINI John Cooper Works: Unveiling the Future of Performance in Fall 2024.



P90561538

Munich. Known for their exhilarating performance and racing heritage, the new John Cooper Works lineup will feature both petrol-powered and all-electric versions, marking a new chapter in the evolution of MINI.

The New MINI John Cooper Works: Power and Precision

The MINI John Cooper Works models have long been celebrated for their unmatched driving dynamics and racing pedigree. The New MINI JCW Family lineup continues this legacy, offering enthusiasts a choice between the thrill of petrol power and the cutting-edge performance of all-electric technology. Each version has been meticulously engineered to deliver the unmistakable JCW experience, characterized by sharp handling, impressive acceleration, and an unwavering connection to the road.

Company
Bayerische
Motoren Werke
Aktiengesellschaft

Postal address
BMW AG
80788 München

Phone
+49-89-382-50181

Internet
www.bmwgroup.com

MINI CORPORATE COMMUNICATIONS

Media Information

Date 20 August 2024

Topic MINI John Cooper Works: Unveiling the Future of Performance in Fall 2024.

Page 2

The petrol-powered MINI John Cooper Works is designed to ignite passion in every turn, with an engine that delivers relentless power and a chassis tuned for precision. The all-electric JCW variant will offer a new dimension of performance, combining instant torque with the refined agility that defines the JCW brand. Both versions promise to deliver a driving experience that is as engaging as it is exhilarating, whether on the open road or the racetrack.

Victory at the 2024 24 Hours of Nürburgring

The New MINI John Cooper Works lineup has already proven its mettle on the world stage, with the MINI John Cooper Works PROtotype clinching a category victory at the legendary 24 Hours of Nürburgring. This prestigious endurance race is known for testing the limits of both man and machine, and the JCW PROtotype's triumph is a testament to the vehicle's exceptional performance and durability.

The Nürburgring victory solidifies MINI's position at the forefront of high-performance motoring. The JCW PROtotype demonstrated its ability to dominate under the most demanding conditions. This achievement not only celebrates MINI's racing heritage but also sets a new standard for the capabilities of the JCW models, both now and in the future.

Goodwood Festival of Speed: A Thrilling Debut

Shortly after the impressive success at the Nürburgring, the New MINI John Cooper Works E PROtotype made its grand debut at the Goodwood Festival of Speed, one of the most prestigious automotive events in the world. The JCW E PROtotype captured the attention of enthusiasts and industry experts alike with its dynamic demonstration on the famous hill-climb course.

The Goodwood Festival of Speed provided the perfect platform for MINI to showcase the JCW E PROtotype, demonstrating the brand's continued commitment to performance and innovation. The car's thrilling run at Goodwood was a highlight of the event, underscoring the potential of the all-electric JCW models to deliver the same exhilarating experience that fans have come to expect from the brand.

MINI CORPORATE COMMUNICATIONS

Media Information

Date 20 August 2024

Topic MINI John Cooper Works: Unveiling the Future of Performance in Fall 2024.

Page 3

Bulldog Racing: The Power Behind the Performance

Central to the success of the MINI John Cooper Works PROtotype this year and last year's podium finish with one of only few manual transmissions racecars at the 2023 24 Hours of the Nürburgring, is the expertise of Bulldog Racing. Based in Nürburg, this esteemed racing team has been the driving force behind the development of these high-performance John Cooper Works race cars. With a deep-rooted passion for motorsport, Bulldog Racing has expanded its focus beyond internal combustion engines, developinig the electric MINI JCW PROtotype.

Both cars are on display during the DTM race on the Nürburgring from August 16th – 18th.

Bulldog Racing's involvement has been instrumental in ensuring that the new JCW models meet the rigorous demands of both the racetrack and the road. Their teamwork has led to the first podiums for MINI John Cooper Works at the 2023 and 2024 toughest endurance race of the world, the 24 Hours of Nürburgring. The team's dedication to excellence is evident in every aspect of the MINI John Cooper Works racecars, from their engineering precision to their race-winning performance and reliability.

Looking Forward to Fall 2024

As the official unveiling of the New MINI John Cooper Works models approaches, excitement continues to build. The new lineup promises to deliver the ultimate driving experience, with options to suit every enthusiast, whether they prefer a petrol engine or an electric drivetrain.

The achievements of the MINI John Cooper Works PROtypes at the Nürburgring and Goodwood are just a glimpse of what's to come.

MINI CORPORATE COMMUNICATIONS

Media Information

Date 20 August 2024

Topic MINI John Cooper Works: Unveiling the Future of Performance in Fall 2024.

Page 4

Fuel consumption, CO₂ 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 CO₂ 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.

For further details of the official fuel consumption figures and official specific CO₂ emissions of new cars, please refer to the "Manual on the fuel consumption, CO₂ 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

Franziska Liebert, Spokesperson MINI
Phone: +49-89-382-28030
E-mail: franziska.liebert@mini.com

Andreas Lampka, Head of Communications MINI
Phone: +49-89-382-23662
E-mail: 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 2023, the BMW Group sold over 2.55 million passenger vehicles and more than 209,000 motorcycles worldwide. The profit before tax in the financial year 2023 was € 17.1 billion on revenues amounting to € 155.5 billion. As of 31 December 2023, the BMW Group had a workforce of 154,950 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

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

YouTube: <https://www.youtube.com/bmwgroup>

MINI CORPORATE COMMUNICATIONS

Media Information

Date 20 August 2024

Topic MINI John Cooper Works: Unveiling the Future of Performance in Fall 2024.

Page 5

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

Facebook: <https://www.facebook.com/bmwgroup>

X: <https://www.x.com/bmwgroup>