

MINI CORPORATE COMMUNICATIONS

Media Information

24 October 2024

GRAB THE CORNERS – MINI launches global campaign for John Cooper Works models.



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The main protagonist of the global campaign is the high-performance brand John Cooper Works — which has been impressing MINI fans all over the world with its sporting agility for more than six decades. Both the brand's first two all-electric models and its siblings with combustion engines live up to the long history of racing thanks to specific chassis settings, sporty design and optimized aerodynamics.

Munich. The campaign — Grab the Corners — showcases the uniqueness of the new John Cooper Works models and goes back to John Cooper — a sports car constructor who converted a Mini into a racing car. This mini won the Rally Monte Carlo in 1964. During the conversion, John Cooper

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focused — in contrast to his competitors — not on optimizing speed on straight routes, but on cornering behavior.

This DNA is still part of the MINI John Cooper Works family today and was implemented in the integrated campaign by Anomaly London. The campaign films unsurprisingly feature heritage, community and countless corners to show the John Cooper Works car in action. Accompanied with a British voiceover and adequate soundtrack, the films highlight what MINI fans love about the John Cooper Works brand - from the MINI community to the go-kart feeling. The films were shot in Mexico City and feature a cameo from Charlie Cooper, the grandson of John Cooper.

Photographs and digital activations are part of the campaign that started worldwide on October 14th, 2024. Local launches in key markets will follow over the next weeks and months.

Innovative technologies meet sporty design highlights.

The first two all-electric John Cooper Works models — MINI John Cooper Works Electric and MINI John Cooper Works Aceman — were presented for the first time at the Paris Motor Show (October 14 — October 20, 2024) and, just like the MINI John Cooper Works, the MINI John Cooper Works Convertible and the MINI John Cooper Works Countryman ALL4, impress with unique sporting elements and innovative technologies. In addition to JCW sports seats, a selectable contrast roof and the specific chassis setting, the boost function for electric family members in particular is reminiscent of the brand's racing history.

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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/>.

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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 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, from the supply chain through production to the end of the use phase of all products.

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