

MINI CORPORATE COMMUNICATIONS

Media Information

04 April 2025

Postcard Story. The MINI Cooper Convertible S in Ocean Wave Green.



The MINI Cooper Convertible S embodies carefree open-air driving. The interplay of modern design elements in the interior and innovative technologies is fully in line with the 'Charismatic Simplicity' design language, creating a welcoming ambience on every drive.

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The folded soft top opens up a view of the minimalist interior design of the convertible from the outside. It focuses on clearly accentuated interior details and textile surfaces. The steering wheel, the classic, newly designed toggle bar, and the central OLED display form the three main elements of the interior.

Highlighted details in the Favoured Trim underline the sporty-elegant appearance of the MINI Cooper Convertible. The dashboard is upholstered with a fine grey-beige textile with a houndstooth pattern, which is also found in the knitted door panels. The JCW sports seats made of perforated synthetic leather and distinctive accent seams with lateral support ensure seating comfort while driving.

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Innovation and functionality are combined in the central display of the cockpit. The clearly structured user interface enables intuitive interaction between the driver and the central instrument.

With this release, we are providing new images of the MINI Cooper Convertible S.

MINI Cooper Convertible S (WLTP combined: Power consumption 6.6 - 6.5 l /100 km; CO₂ emissions 150 - 148 g/km; CO₂ class E).

All model variants, equipment and technical data described here refer to the German market. Consumption and emission data refer to the German Passenger Car Energy Labelling Regulation (EnVKV).

Fuel consumption, CO₂ emission figures and power consumption and range 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.

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 services. The BMW Group production network comprises over 30 production sites worldwide; the company has a global sales net-work in more than 140 countries.

In 2024, the BMW Group sold over 2.45 million passenger vehicles and more than 210,000 motorcycles worldwide. The profit before tax in the financial year 2024 was € 11.0 billion on revenues amounting to € 142.4 billion. As of 31 December 2024, the BMW Group had a workforce of 159,104 employees.

The economic success of the BMW Group has always been based on long-term thinking and responsible action. Sustainability is a key element of the BMW Group's corporate strategy and covers all products from the supply chain and production to the end of their useful life.

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