

MINI CORPORATE COMMUNICATIONS

Media Information

6 May 2025

Postcard Story. The MINI Cooper Convertible S in Icy Sunshine Blue.



Open sky at the push of a button and intense driving experiences: The MINI Cooper Convertible combines open-air driving with the latest technology. Advanced assistance systems optimize comfort and safety. The MINI Experience Modes create an individual atmosphere.

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The MINI Cooper Convertible is the perfect companion for open-air driving adventures. The fully electric roof, which opens in just 18 seconds even at speeds of up to 30 km/h, enables a summery open-air feeling while driving. Innovative assistance systems provide additional safety: The Driving Assistant Plus package includes an additional Steering and Lane Assistant to support the driver. The Professional Parking Assistant uses cameras and ultrasonic sensors to identify free parking spaces and can initiate parking maneuvers automatically.

Seven MINI Experience Modes allow for individual accents in the interior: While the Gokart Mode with a sporty look of the dashboard and special displays for driving dynamics emphasizes the racing DNA of MINI, the Green Mode optimizes consumption and emissions without sacrificing the typical driving fun. The Personal Mode takes it even further: A personal photo brings a unique look to the digital cockpit - the lighting adapts accordingly.

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Page 2

With this release, we are providing new image material 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 of the stated model variants, equipment features, technical data relate to the German market. Energy consumption and emission figures relate to the German PKW-EnVKV regulation.

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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Page 3

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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