



MINI CORPORATE COMMUNICATIONS

Media information

14 January 2020

Consistently sustainable: Media presentation of the new MINI Electric is designed to be CO₂ neutral.

The use of green electricity and certified compensation for unavoidable emissions enable the climate-neutral press presentation of the purely electrically powered model of the British premium brand.

Munich. The new MINI Cooper SE is all about locally emission-free mobility. And at the media presentation of the new MINI Cooper SE (fuel consumption combined: 0.0 l/100 km; combined power consumption: 16.8 – 14.8 kWh/100 km; combined CO₂ emissions: 0 g/km) everything is geared towards sustainability. The international press presentation of the purely electrically powered production model of the British premium brand will be carried out in a CO₂ neutral manner. Test drives with 100 percent green electricity, consistently resource-saving event design and compensation payments for certified climate protection projects make it possible to reduce the ecological footprint of the new MINI Cooper SE to zero when it makes its first appearance before media representatives from all over the world.

The international media launch of the new MINI Cooper SE will take place in January 2020 in Miami, Florida. Here the entire test car fleet can be supplied exclusively with electricity from renewable sources. This gives media representatives the opportunity to complete their test drives and the round trips for film and photo shoots completely emission-free. The CO₂ emissions generated by the arrival and departure of the MINI Team and journalists from all regions of the world are offset by the purchase of environmental certificates. Compensation will also be paid for all other greenhouse gases that cannot be avoided in connection with the event. The certificates acquired for this purpose will benefit a wind energy project in South America selected according to the highest international standards.

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The proceeds from the acquisition of the environmental certificates will be used to expand the Peralta wind farm in Uruguay. There, 25 turbines will cover the electricity needs of around 50,000 households. The wind farm has been recognized as a pioneering project by the Zofnass Program for Sustainable Infrastructure at Harvard University. It helps to further increase the share of renewable energy in Uruguay's electricity mix and thus supports the country's plan to achieve complete climate neutrality by 2030. In addition, a project for the use of wind energy in the south of Argentina is being supported. In the Patagonia region, the country's largest plant of its kind, covering an area of around 1500 hectares and using 43 wind turbines, supplies climate-neutral electricity to the national grid.

The new MINI Cooper SE is powered by a 135 kW/184 hp electric motor that accelerates it from zero to 60 km/h in 3.9 seconds and from zero to 100 km/h in 7.3 seconds. Its space-saving high-voltage lithium-ion battery, which is located in the vehicle floor, enables a range of 235 to 270 kilometres. A conventional household socket outlet is sufficient for charging, alternatively the MINI ELECTRIC Wallbox is available. To make charging up really quick, rapid charging stations with a capacity of up to 50 kW can be used.

Fuel consumption, CO₂ emission figures and power consumption were measured using the methods required according to Regulation VO (EC) 2007/715 as amended. The figures are calculated using a vehicle fitted with basic equipment in Germany, the ranges stated take into account differences in selected wheel and tyre sizes as well as the optional equipment. They may change during configuration.

The figures have already been calculated based on the new WLTP test cycle and adapted to NEDC for comparison purposes. In these vehicles, different figures than those published here may apply for the assessment of taxes and other vehicle-related duties which are (also) based on CO₂ emissions.

For further details of the official fuel consumption figures and official specific CO₂emissions of new cars, please refer to the "Manual on fuel consumption, CO₂ emissions and power consumption of new cars", available at sales outlets, 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 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

In 2019, the BMW Group sold over 2,520,000 passenger vehicles and more than 175,000 motorcycles worldwide. The profit before tax in the financial year 2018 was € 9.815 billion on revenues amounting to € 97.480 billion. As of 31 December 2018, the BMW Group had a workforce of 134,682 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.

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