

Press Release
May 2020

THE FABULOUS MINI ELECTRIC IN “FABULOUS LAS VEGAS”.



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Glitz and glamour, gambling and gigantic shows – everything is larger than life in the entertainment metropolis of Las Vegas. And that is precisely why the first all-electric model of the British premium brand cuts a particularly striking appearance in the desert city. The small car only needs a modest footprint to park, it buzzes quietly along the world-famous Las Vegas Strip and in the permanently neon-soaked hotel and casino landscape it only needs precisely the amount of electricity that is necessary for the driving fun that is so typical of the marque.

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Munich/Las Vegas. This is a city with a magic glow where replicas of the Statue of Liberty, the Eiffel Tower in Paris, Egyptian pyramids and Venetian canals form backdrops for spectacular hotel and casino buildings. Elvis doubles welcome you on every street corner, and Las Vegas itself can easily take on an otherworldly aspect owing to its location in the middle of the Nevada Desert. The fact is that the imitations

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of famous sights on Las Vegas Boulevard – familiar to everybody simply as the “Strip” – attract more tourists every year than each of the originals. And there have always been illusionists in the show arenas like David Copperfield, Siegfried & Roy or Hans Klok, who hold a magic attraction for public audiences. In the casino and entertainment metropolis, everything is larger than life and more spectacular than anywhere else. This also applies in the street. Where super-long stretch limousines, exclusive sports cars and pick-ups with muscular engines meld into everyday experiences, only a truly awesome automobile

is capable of generating the wow factor. For example, an all-electric small car from the United Kingdom. And it’s a fact: In Las Vegas, the new MINI Cooper SE (combined fuel consumption: 0.0 l/100 km; combined electricity consumption: 16.8 – 14.8 kWh/100 km; combined CO₂ emissions: 0 g/km) is a truly exotic machine with high emotional appeal.



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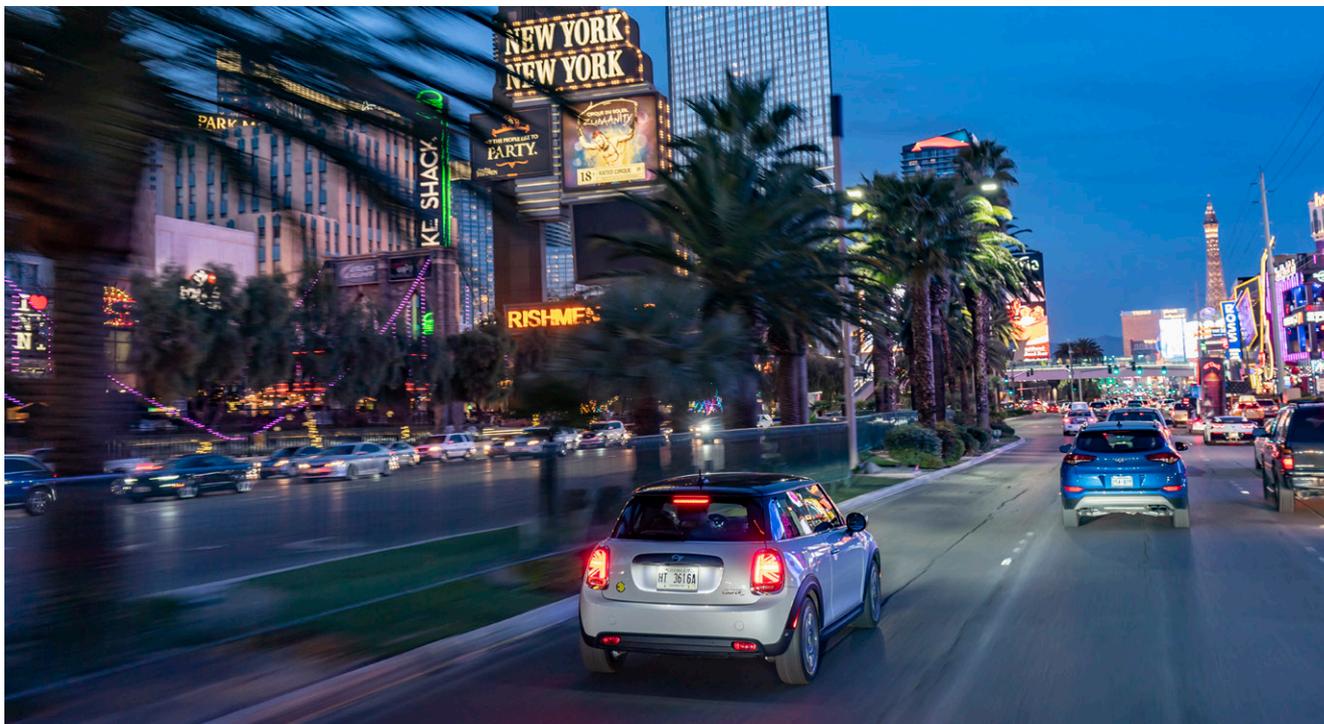
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Anybody buzzing down the “Strip” in the MINI Electric while generating zero local emissions turns heads in astonishment and gets lots of thumbs-ups. The city’s most famous boulevard is almost seven kilometres long and charts its course from north to south. Lines of hotels with sonorous names like “Venetian”, “Mirage”, “Flamingo”, “Caesars Palace”, “Bellagio”, “MGM Grand”, “New York, New York” or “Luxor” lead the way to the equally famous welcome sign



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with the immortal words “Welcome to Fabulous Las Vegas” to offer yet another photo opportunity. When cruising down the “Strip”, the fabulous MINI Cooper SE amazes passers-by with snappy but almost soundless bursts of acceleration. The journey from one traffic light to the next represents an ideal opportunity to make use of the two-stage brake energy recovery. Depending on the volume of traffic, each of the two toggle settings has its own distinctive appeal. If you toggle to strong recuperation, the MINI Electric is aggressively decelerated as soon as the driver releases the accelerator pedal. This mode channels a particularly large amount of energy back into the high-voltage battery. In the other mode, the car rolls to a stop at a leisurely pace and with reduced braking action.



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When night falls in Las Vegas, the facades, advertising hoardings, direction signs and floodlights form a multicoloured, flashing and dazzling ocean of neon tubes and LED modules. However, the city council of Las Vegas is doing all it can to reduce the consumption of resources. All public buildings now generate their electricity from renewable sources. And charging stations for electric vehicles are easy to find. The MINI Electric recharges its batteries so as to be ready for the outing on the coming day.

“What happens in Vegas, stays in Vegas”, is a famous saying among visitors that promises discretion. But in the era of social-media livestream, it’s pretty much impossible to stop the occasional embarrassing fact being leaked to the outside world. More and more tourists are also keen to explore the attractions in the environs of the city. Just 30 kilometres away from the “Strip”, Red Rock Canyon at sunrise presents a wonderful play of colours on the shimmering rock formations clothed in a red glow.



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an extremely effective all-in cooling system for the interior and the high-voltage battery. Thanks to highly efficient heat-pump technology, the cooling system runs like a dream into the bargain. It also permits pre-conditioning of the interior. After going hiking at Red Rock Canyon, the driver of the MINI Electric is in for a truly enviable treat because a refreshingly pre-cooled car awaits the driver’s return. The remote app for MINI Connected even allows the pre-conditioning to be activated remotely – provided the all-important smartphone has not lost its charge in the heat.

Soon afterwards it gets really hot. If there happened to be some shadow somewhere on the desert roads, the thermometer would be indicating around 50 degrees Celsius there. Under the burning sun, the temperature is even higher. Any mobile phone battery will soon run out of juice when subjected to these conditions. By contrast, the high-voltage battery of the new MINI Cooper SE remains “cool”. The range is between 235 and 270 kilometres with a fully-charged battery, and it only comes down very gradually. This is made possible by



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Another popular excursion takes visitors to the Hoover Dam located around 50 kilometres to the south-east of Las Vegas. The Mike O’Callaghan – Pat Tillman Memorial Bridge takes Highway 93 across the Colorado River and the canyon it has carved out of the rocks, providing a fascinating view of the monumental dam across the valley. It blocks the river to Lake Mead and supplies Las Vegas with drinking water. 17 turbines also harness the power of the water to generate electricity.

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Powerful electromagnetic waves occur near the dam as a side effect of the zero-emission energy generation. These waves encourage the development engineers of the BMW Group to divert to the Hoover Dam on their test drives through Death Valley with prototypes of new models, in order to put the ruggedness of the electronic vehicle systems through its paces.

Tests like this have significantly improved the electromagnetic shielding over recent decades. As a consequence, the onboard electronics of the MINI Cooper SE remain distinctly unimpressed during the trip over the dam, while the occupants are once again unable to take their eyes off this man-made spectacle.

The MINI Electric visit to Nevada was produced before the outbreak of COVID-19. MINI and all involved parties are aware of their social responsibility and advise against such a trip at this time out of consideration for the health and well-being of all.



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The values of fuel consumption, CO₂ emissions, electricity consumption and range shown were determined according to the test procedure defined in the European Directive VO (EU) 2007/715 in the version applicable at the time of type approval. The figures refer to a vehicle with basic configuration in Germany and the range shown takes account of optional equipment and the different size of wheels and tyres available on the selected model. These factors can change during the configuration.

The values of some vehicles are measured according to the new WLTP (Worldwide Harmonised Light-Duty Vehicles Test Procedure) and converted to NEDC (New European Driving Cycle) for comparison purposes. The taxes or other duties for these vehicles may be based on fuel consumption and CO₂ emissions data which differ from that shown here.

Further information on official fuel consumption and official specific CO₂ emissions of new passenger cars is given in the ‘Handbook of fuel consumption, the CO₂ emissions and power consumption of new passenger cars’, which can be obtained free of charge at all sales outlets and 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 2.5 million passenger vehicles and more than 175,000 motorcycles worldwide. The profit before tax in the financial year 2019 was € 7.118 billion on revenues amounting to € 104.210 billion. As of 31 December 2019, the BMW Group had a workforce of 126,016 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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