

Media information
16 September 2020

NUMBER 37 IS BACK ON THE STARTING LINE: THE MINI PADDY HOPKIRK EDITION.



P90398395

Exclusive special model in honour of the victorious driver commemorates the first triumph of the classic Mini at the legendary Monte Carlo Rally in 1964 – Edition available from November 2020 onwards in the Belgium and Luxembourg markets as MINI Cooper S 3-door from 35.000 € and the MINI John Cooper Works 3-doors from 39.000€.

Munich. 56 years have passed, but memories of the great triumph achieved by the small car with the starting number 37 have hardly faded. In 1964, the classic Mini Cooper S clinched the first of three overall victories at the legendary Monte Carlo Rally. At the wheel: the then 30-year-old Northern Irish rally driver Patrick “Paddy” Hopkirk. In his honour, MINI now presents an edition model with exclusive design and equipment features to mark one of the most spectacular achievements in the history of international motor racing. One unmistakable reminder of Hopkirk’s coup in the classic Mini is the winning car’s start number 37, which is featured in stylised form on the driver and passenger doors of the edition model.

Company
Bayerische
Motoren Werke
Aktiengesellschaft

Postal address
BMW AG
80788 München

Telephone
+49-89-382-61742

Internet
www.bmwgroup.com

Media information

Date 16 September 2020

Subject Number 37 is back on the starting line: the MINI Paddy Hopkirk Edition.

Page 2



The MINI Paddy Hopkirk Edition is available in selected automobile markets from October 2020 as the MINI Cooper S 3-door (combined fuel consumption: 6.4 – 6.1 l/100 km; combined CO₂ emissions: 147 – 139 g/km) and the MINI John Cooper Works (combined fuel consumption : 7.1 – 6.9 l/100 km; combined CO₂ emissions: 162 – 157 g/km). Like the famous starting number and the powerful engine, the body finish in Chili Red and the white roof of the edition model are inspired by the historical model.

Hopkirk's victorious run in the Mini Cooper S was frenetically celebrated by spectators on site and motor racing fans in the UK. Driving the small British car with his English co-pilot Henry Liddon, Hopkirk overcame the odds against competitors with significantly greater engine power. The handicap formula in force at the time meant



P90398454

Media information

Date 16 September 2020

Subject Number 37 is back on the starting line: the MINI Paddy Hopkirk Edition.

Page 3



P90398398

that differences in weight and output within the starting field were compensated to a certain extent. But the crucial factors in the challenging chase over country roads and mountain passes, through ice snow, round tight corners and down steep slopes were the agility and reliability of the Mini Cooper S and Hopkirk's driving skills.

The surprise win in Monte Carlo made Paddy Hopkirk the UK's most famous rally driver overnight. At the same time, the classic Mini advanced from outsider and crowd pleaser to being a motor racing legend. This status was underpinned in the years that followed when the Mini Cooper S dominated the Monte Carlo Rally. Hopkirk's Finnish team mates



P90398467

Media information

Date 16 September 2020

Subject Number 37 is back on the starting line: the MINI Paddy Hopkirk Edition.

Page 4

Timo Mäkinen and Rauno Aaltonen added two more outright victories to the title collection in 1965 and 1967.

The winning streak at the Monte Carlo Rally continues to inspire MINI fans all over the world to this day. With the MINI Paddy Hopkirk Edition, they now have the opportunity to express their passion for racing in a particularly authentic way. The edition model combines its exterior paintwork in the style of the historic rally winner in a market-specific manner with 17-inch John Cooper Works light-alloy wheels in Track Spoke Black design and numerous other accentuations in dark colours. The frame and horizontal brace of the radiator grille are finished in high-gloss black, as are the inserts for the lower air intakes, the opening in the bonnet, the door handles, the fuel filler flap, the tailgate handle, the MINI logos at the front and rear as well as the surrounds for the headlights and rear lights.



P90398449



P90398448



P90398434



P90398443



P90398445

Media information

Date 16 September 2020

Subject Number 37 is back on the starting line: the MINI Paddy Hopkirk Edition.

Page 5



P90398437



P90398441



P90398458



P90398461



P90398462



P90398451



The start number 37 also appears on the side indicator elements known as side scuttles. Other unmistakable features on the exterior are the LED headlights and the rear lights in Union Jack design, stickers with the inscription “Paddy Hopkirk Monte Carlo” and a single white bonnet stripe on the driver’s side, which like the tailgate of the edition model bears the signature of the 1964 “Monte” winner. In addition, the famous number and letter combination 33 EJB of the number plate of the 1964 Monte Carlo winning car is shown on the bonnet strip using 3D effect graphics.

Media information

Date 16 September 2020

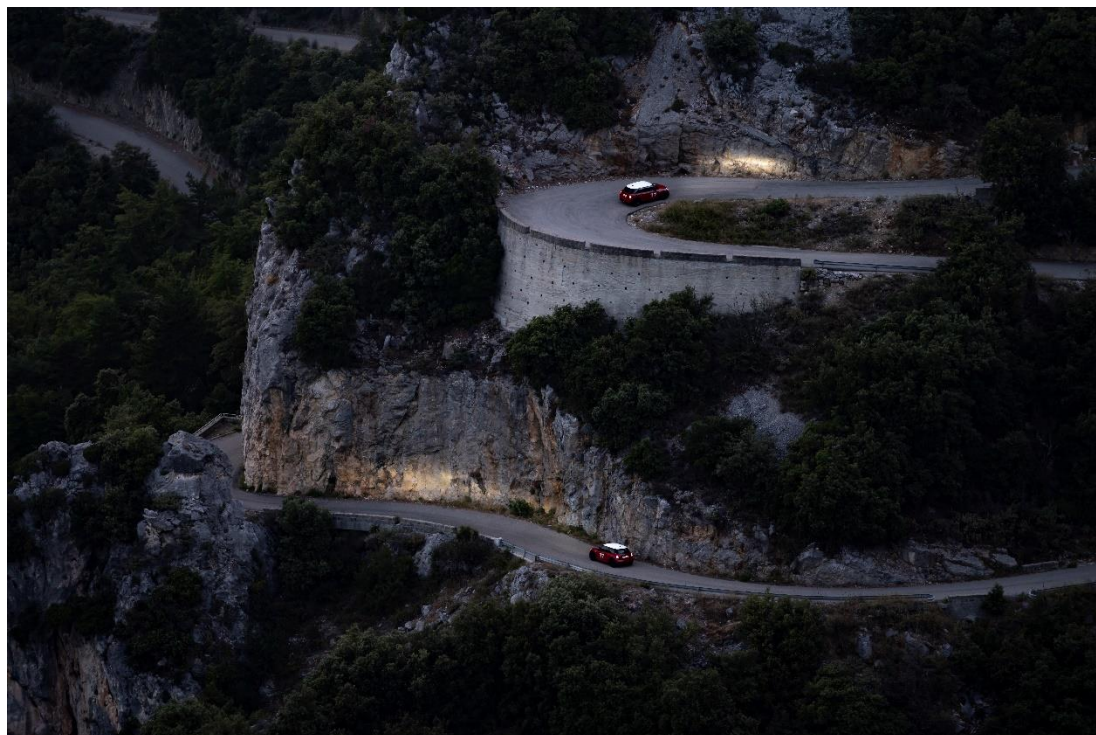
Subject Number 37 is back on the starting line: the MINI Paddy Hopkirk Edition.

Page 6



P90398444

Hopkirk's signature also appears on the decorative trim strip on the passenger side, which forms part of the Piano Black high-gloss interior surfaces. Another exclusive design feature is the MINI LED entry sills bearing the name "Paddy Hopkirk". The MINI Excitement Package and Comfort Access are also included in the MINI Paddy Hopkirk Edition. A market-specific configuration also includes auxiliary headlights in Piano Black, a key cap with the start number 37 and the Waistline Finisher in Piano Black for the trim strips between the body and the greenhouse. In addition, the edition model can be tailored to the driver's personal style so as to create an entirely unique specimen. To optimise driving pleasure, comfort and individual style, almost all items are available from the range of optional extras for the MINI 3-door.



Media information

Date 16 September 2020
Subject Number 37 is back on the starting line: the MINI Paddy Hopkirk Edition.
Page 7

The values of fuel consumption, CO₂ emissions and electricity consumption 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/>.

In case of queries, please contact:

Press and PR

Matthias Bode, Press Officer Production Communication MINI
Phone: +49-89-382-61742, Fax: +49-89-382-28567
E-Mail: matthias.bode@mini.com

Andreas Lampka, Head of Communication MINI
Phone: +49-89-382-23662, Fax: +49-89-382-28567
E-Mail: andreas.lampka@mini.com

Jennifer Treiber-Ruckenbrod, Head of Communication MINI and BMW Motorrad
Phone: +49-89-382-35108, Fax: +49-89-70-35108
E-Mail: jennifer.ruckenbrod@bmwgroup.com

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.

www.bmwgroup.com
Facebook: <http://www.facebook.com/BMWGroup>
Twitter: <http://twitter.com/BMWGroup>
YouTube: <http://www.youtube.com/BMWGroupview>
Instagram: <https://www.instagram.com/bmwgroup>
LinkedIn: <https://www.linkedin.com/company/bmwgroup/>