

Press release
02 December 2020

MINI DEVELOPS CONCEPTS FOR ELECTRIC JOHN COOPER WORKS MODELS.



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New vehicle architectures offer additional freedom when it comes to the planned expansion of the model range – hallmark performance with an emission-free drivetrain will sharpen the distinctive profile of the John Cooper Works brand.

Munich. The evolution of the MINI model range is focused on the ongoing expansion of electric mobility and offering new opportunities to experience the brand's hallmark driving enjoyment – which also opens up new possibilities for the John Cooper Works brand. Future MINI vehicle architectures mean that extreme performance and genuine driving enjoyment will also be available with electric drive as well as combustion engines.

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Press release

Date 02 Dezember 2020

Topic MINI develops concepts for electrified John Cooper Works models.

Page 2



P90409767

MINI is already making great strides when it comes to electric mobility. The MINI Cooper SE Countryman ALL4 plug-in hybrid model (combined fuel consumption: 2.0 – 1.7 l/100 km; combined power consumption: 14.0 – 13.1 kWh/100 km; combined CO₂ emissions: 45 – 40 g/km) led to five percent of the brand's total sales being electrified. Following the highly successful launch of the all-electric 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), this share doubled to around ten per cent within just a few months. Based on this experience, and looking ahead to future technology, MINI is now preparing the next step in the development of electric John Cooper Works models.

“With the MINI Electric, we’ve shown how well brand-typical driving enjoyment and electric mobility can be combined,” says Bernd Körber, Head of the MINI brand. “Now it’s time to translate the passion for performance of the John Cooper Works brand to electromobility. That’s why we’re working to develop concepts for electric John Cooper Works models.”



P90405252

Press release

Date 02 Dezember 2020

Topic MINI develops concepts for electrified John Cooper Works models.

Page 3



P90409737

The current focus on the development of a MINI John Cooper Works Electric demonstrates just how important electric mobility is in terms of the brand's future direction – the goal is a unique blend of sustainability, performance and passion. “John Cooper Works models with conventional combustion engines will still continue to have an important role to play, to make sure we’re addressing the wishes and needs of performance enthusiasts all around the world,” says Bernd Körber. “With this new focus on electric performance, we’re also creating the opportunity to sharpen the distinctive profile of the John Cooper Works brand more than ever before.”



P90409781



P90409737



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Topic MINI develops concepts for electrified John Cooper Works models.

Page 4

The figures for fuel consumption, CO₂ emissions, power consumption and range are measured using the methods required according to Regulation (EC) 2007/715 as amended. The information is based on a vehicle with basic equipment in Germany, ranges take into account differences in wheel and tyre size selected as well as optional equipment and can change during configuration.

The information has already been calculated based on the new WLTP test cycle and adapted to NEDC for comparison purposes. For these vehicles, values other than those stated here may apply for calculating taxes and other vehicle-related duties which are (also) based on CO₂ emissions.

Further information about the official fuel consumption figures and the official specific CO₂ emissions of new passenger cars can be obtained from the "Guideline on fuel consumption, CO₂ emissions and power consumption of new passenger cars", available free of charge from all outlets, from Deutschen 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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