



MINI CORPORATE COMMUNICATION

Media information

17 July 2021

WITH TRADITIONAL SPORTING SPIRIT IN THE NAME OF JOHN COOPER: THE MINI ANNIVERSARY EDITION.



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MINI celebrates 60 years of collaboration with the Cooper Family. Joint commitment for maximum driving pleasure on the road and legendary success in racing. Edition vehicles are produced in a limited edition of 740 units worldwide as MINI Cooper, MINI Cooper S and MINI John Cooper Works.

Munich. The name John Cooper, born 98 years ago today, stands not only for great successes in Formula 1, but also for the traditional sporting spirit of the MINI brand. 60 years ago, John Cooper laid the foundations for a legendary racing victory in the classic Mini. It was the beginning of the collaboration between MINI and the Cooper Family that continues today. The shared tradition stretches from the very first Mini Cooper, launched in September 1961, to the sporty John Cooper Works models in the current model range.

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Media information

Date 17 July 2021

Topic With traditional sporting spirit in the name of John Cooper: The MINI Anniversary Edition.

Page 2

To mark the anniversary, the British premium brand is presenting a special edition of the MINI 3-door that combines a return to history with state-of-the-art technology. The MINI Anniversary Edition is a tribute to John Cooper, who passed away in 2000, and a testament to how maximum driving pleasure is enjoyed in his name today, in the premium small car segment.

Exclusive design and equipment features make the Anniversary Edition an attractive proposition for MINI fans around the world who are passionate about the brand's sporting history, closely associated with the John Cooper name. The special edition will be available as MINI Cooper 3-door (fuel consumption combined: 6.1 - 5.5 l/100 km according to WLTP, 5.5 - 5.3 l/100 km according to NEDC; CO2 emissions combined: 138 - 124 g/km according to WLTP, 127 - 120 g/km according to NEDC), MINI Cooper S 3-door (fuel consumption combined: 6.7 - 6.2 l/100 km according to WLTP, 6.5 - 6.2 l/100 km according to NEDC; CO2 emissions combined: 151 - 140 g/km according to WLTP, 149 - 142 g/km according to NEDC) and MINI John Cooper Works (fuel consumption combined: 7.1 - 6.8 l/100 km according to WLTP, 7.1 - 6.9 l/100 km according to NEDC; CO2 emissions combined: 161 - 155 g/km according to WLTP, 163 - 158 g/km according to NEDC). Production is limited globally to just 740 units. The number of units available in this edition refers to the starting number 74, which the classic Mini Cooper wore on its first successful race track appearance.



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Media information

Date 17 July 2021

Topic With traditional sporting spirit in the name of John Cooper: The MINI Anniversary Edition.

Page 3

John Cooper earned his status as a racing pioneer as early as the 1950s and with his mid-engine sports cars, he revolutionised Formula 1. His idea, which is still used today, of placing the engine behind the driver instead of in front of him, helped Jack Brabham to secure two world championship titles in 1959 and 1960 in Formula 1 Cooper racing cars. With his penchant for unorthodox solutions, Cooper was similar to his friend and fellow designer Alec Issigonis, who in turn had caused a revolution in the small car segment with the classic Mini. John Cooper immediately recognised the sporting potential of the compact four-seater and initiated the construction of a small series of vehicles with larger brakes and an increased engine output from 34 to 55 hp. The Mini Cooper was born and became an instant success. The Cooper brand and the name lettering surrounded by a red ring now became famous. Two years later, the even more powerful Mini Cooper S followed, which laid the foundation for three overall victories at the Monte Carlo Rally in 1964, 1965 and 1967.



From then on, Cooper tuning kits for the brand's production vehicles enjoyed growing popularity. And even before the market launch of the modern MINI in 2001, the John Cooper Works brand was created. With this brand, John Michael "Mike" Cooper, the son of the Formula 1 team boss, continued the cooperation with MINI.

Since 2008, John Cooper Works models have been at the top of the MINI range as top athletes - now with up to 225 kW/306 hp and suspension technology developed with racing know-how. The joint sporting career of MINI and John Cooper Works has been obvious in recent times by six overall successes in the Dakar Rally. In the latest generation, Charlie Cooper contributes, as a racing driver and brand ambassador,

to continue the collaboration between his family and MINI.



Media information

Date 17 July 2021

Topic With traditional sporting spirit in the name of John Cooper: The MINI Anniversary Edition.

Page 4

Nuances of the shared history of MINI and the Cooper Family can be found both on the exterior and in the interior of the new edition vehicles. As early racing cars designed by John Cooper were recognisable by their green paintwork with white accents, the MINI Anniversary Editions are offered in British Racing Green metallic. Alternatively, Midnight Black metallic variant is available, and for MINI John Cooper Works the Rebel Green body colour is also offered. All paint finishes are combined with a roof, exterior mirror caps, door handles and surrounds for the headlights and rear lights in white. Other exterior trim elements are offered in Piano Black high gloss.



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These exterior features are complemented by white bonnet stripes and a red accent line, a number 74 on the bonnet and doors of the edition vehicles, is reminiscent of the start of a sporting career, as the classic Mini Cooper once wore the starting number 74 when it won its first class on the racetrack.

The MINI Anniversary Edition combines the contents of the John Cooper Works Trim with model exclusive features that emphasise the sporty character and the awareness of the historical roots. For example, the suspension with frequency-selective damping is supplemented by 18-inch John Cooper Works light-alloy wheels in Circuit Spoke 2-tone design. The "COOPER" name logo can be found on the door sill trims, on the side scuttles, on the C-pillars and on the center spoke of the Nappa sports leather steering wheel.

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The interior equipment of the edition includes John Cooper Works sports seats in Dinamica/leather Carbon Black finish, an anthracite-coloured headliner, stainless steel pedal set and interior trim in Piano Black high-gloss. The red ring from the original John Cooper logo adorns the luggage compartment lid and the interior surface on the passenger side.



Media information

Date 17 July 2021
Topic With traditional sporting spirit in the name of John Cooper: The MINI Anniversary Edition.
Page 5

On the driver's side, the interior surface features the signatures of John, Mike and Charlie Cooper. As a further indication of the exclusive character of the edition, the inside of the driver's door frame features an emblem with John Cooper's signature, the handwritten note "1 of 740" and the words "60 YEARS OF MINI COOPER - THE UNEXPECTED UNDERDOG".

The exclusive and sporty look of the edition vehicles can be rounded off with selected retrofit options from the Original MINI Accessories range. The MINI Waistline Finisher in Piano Black completes the attractive contrast between black and white trim elements on the exterior. Other options include a MINI Sport aerial and tailpipe trims in carbon finish. Punched and slotted John Cooper Works brake discs are also available for the MINI John Cooper Works in the Anniversary Edition.

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 automotive market in Germany. 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.

All figures are already calculated on the basis of the new WLTP test cycle. NEDC values listed have been calculated back to the NEDC measurement procedure where applicable. WLTP values are used as a basis for the definition of taxes and other vehicle-related levies that 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 can be found.

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, from Deutsche Automobil Treuhand GmbH (DAT), Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen and at <https://www.dat.de/co2/>.



Media information

Date 17 July 2021
Topic With traditional sporting spirit in the name of John Cooper: The MINI Anniversary Edition.
Page 6

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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 2020, the BMW Group sold over 2.3 million passenger vehicles and more than 169,000 motorcycles worldwide. The profit before tax in the financial year 2020 was € 5.222 billion on revenues amounting to € 98.990 billion. As of 31 December 2020, the BMW Group had a workforce of 120,726 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

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