



# MINI CORPORATE COMMUNICATION

Media information

14 July 2021

## LOCAL EMISSION-FREE ON THE ROAD TO SUCCESS: MORE THAN 15 PERCENT OF ALL NEW MINI ARE ALREADY ELECTRIFIED.



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Since its market launch, more than 30,000 units of the fully electric MINI Cooper SE have already been sold worldwide. The plug-in hybrid model MINI Cooper SE Countryman ALL4 also underlines the growing enthusiasm for sustainable driving fun with steadily rising sales figures.

**Munich.** At the beginning of the coming decade, MINI will become a fully electric brand. On the way there, more and more customers worldwide are becoming enthusiastic about electrified MINI models. In the first half of 2021, the share of these vehicles in total global sales of the British premium brand already rose to over 15 percent. In total, MINI sold 157,799 vehicles worldwide from January to June 2021, exceeding the result from the same period last year by 32.6 per cent.

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Total global sales of MINI vehicles with electrified powertrains amounted to 23 777 units in the first half of 2021. The most important vehicle for locally emission-free driving fun is proving to be the fully electric MINI Cooper SE (electricity consumption combined: 17.6 - 15.2 kWh/100 km according to WLTP, 16.9 - 14.9 kWh/ 100 km according to NEDC) with 13 454 units sold between January and June 2021. A total of 31 034 units of MINI's first all-electric model have already been delivered between its market launch last year and the end of June 2021.

The task of convincing additional target groups of sustainable driving pleasure is taken on by the MINI Cooper SE Countryman ALL4 (fuel consumption combined: 2.1 - 1.7 l/100 km according to WLTP, 2.1 - 1.9 l/100 km according to NEDC; electricity consumption combined: 15.5 - 14.8 kWh/100 km according to WLTP, 14.8 - 14.1 kWh/100 km according to NEDC, CO2 emissions combined: 47 - 39 g/km according to WLTP, 48 - 44 g/km according to NEDC). The plug-in hybrid model in the premium compact segment increased its sales figures to 10 323 units in the first six months of 2021.



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"MINI has always stood for clever solutions and efficiency and is therefore also perfectly suited to electric mobility," says Bernd Körber, Head of the MINI brand. "Urban driving fun and locally emission-free mobility are simply an ideal match. And our customers feel that."

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With its 135 kW/184 hp electric motor and brand-typical agility, the MINI Cooper SE enriches the world of electric mobility with a go-kart feeling in the unmistakable style of the brand. Its range of 203 to 234 kilometres, as determined by the WLTP test cycle, also enables MINI-typical driving fun beyond the city limits. The MINI Cooper SE Countryman ALL4 is even more versatile with its drive system consisting of an internal combustion engine and an electric motor, which together generate an output of 162 kW/220 hp. The plug-in hybrid model has an electric range of up to 59 kilometres according to WLTP - enough, for example, to complete the daily commute between home and work with zero local emissions.



With these qualities, both models have contributed to an extremely successful start for the transformation of the MINI brand to electric mobility. The automotive markets in Germany and the United Kingdom are among the sales regions in which MINI fans are particularly enthusiastic about locally emission-free driving. In Germany, 6 324 units of the MINI Cooper SE and MINI Cooper SE Countryman ALL4 were sold from January to June 2021. This corresponds to just under 30 per cent of total MINI sales in Germany in this period. As of this, the German market is by far the biggest one for electrified MINI models. In second place in this ranking is the brand's British home market.

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There, electrified vehicles accounted for 17.4 per cent of total MINI UK sales in the first half of 2021. A total of 4 027 units of both models were sold in the UK.

Fuel consumption, CO<sub>2</sub> 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 CO<sub>2</sub> 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](http://www.bmw.de/wltp) can be found.

For further details of the official fuel consumption figures and official specific CO<sub>2</sub> emissions of new cars, please refer to the "Manual on the fuel consumption, CO<sub>2</sub> emissions and power consumption of new cars", available at sales outlets, from Deutsche Automobil Treuhand GmbH (DAT), Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Schornhausen 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 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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