



MINI CORPORATE COMMUNICATIONS

Media information

23 March 2022

Fully electric and packed with driving fun: The new MINI 3-door on snow and ice.



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The fifth model generation also kicks off with the MINI 3-door. The new edition of the original is now undergoing its driving dynamics tests in the winter landscapes of Lapland.

Munich. The new MINI family is doing its warm-up laps - and that works best on ice and snow in the bitter cold of the Arctic Circle. The new MINI is currently undergoing its driving dynamics tests at the BMW Group's winter test centre in Arjeplog, Sweden. The new edition of the MINI is fully electric and is now completing a major chapter in its series development process with the winter testing in Sweden. The electric drivetrain, high-voltage battery, power electronics and charging technology of the prototypes are already demonstrating their high degree of maturity at extreme temperatures below freezing. Snow-covered roads and specially prepared areas on frozen lakes also serve as ideal test tracks on which the characteristics of the drive, steering and chassis can be very sensitively tested, refined and harmonised with each other.

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Media information

Date 23 March 2022

Topic Fully electric and packed with driving fun: The new MINI 3-door on snow and ice.

Page 2

MINI is launching its fifth generation with the MINI 3-door as the first model of the new MINI family once again. With its vehicle concept geared to fully electric driving fun from the outset, the new edition of the original is ideally suited to deliver inspiring hallmark MINI agility and the creative use of space, which guarantees plenty of room inside and a small footprint.

The new MINI 3-door is supplemented in the new MINI family by the successor to the current MINI Countryman. The new edition of the top seller in the premium compact segment will be offered with both an internal combustion engine and a fully electric drive. Still this year, MINI will present the concept study of a crossover model for the premium small car segment.

“MINI is on a path of growth and heading towards a fully electric future. Our iconic MINI 3-door, maximises the experience for our customers through its electrified go-kart feeling combined with digitalised touchpoints - and a clear focus on sustainability with a minimal environmental footprint.” says Stefanie Wurst, Head of the MINI brand.

The new MINI 3-door consistently continues the concept of urban driving fun that has been successful for more than 60 years. This will be implemented even more puristically and sustainably in the future. This becomes particularly clear in the design of the classic body variant. Electrification offers designers the opportunity to think fundamentally differently and creates new starting points for the hallmark MINI combination of individual style, attention to detail, a sense of tradition and a passion for innovation. The design of the new MINI harks back to its unique history, uses the latest technology and creates a maximum of emotions combined with a minimal footprint.



P90452996

Media information

Date 23 March 2022

Topic Fully electric and packed with driving fun: The new MINI 3-door on snow and ice.

Page 3

The inspiring driving characteristics of the new MINI 3-door can be optimally refined at the winter test centre in Arjeplog. With every lap it completes on packed snow and ice, the test engineers can precisely tune the spontaneous power development of the electric motor, the control systems for optimising traction, the cornering behaviour, the suspension and damping characteristics as well as the character of the steering and braking system. The integrated application of all drive and chassis systems enables a mature degree of overall harmony, which will help the later production model to deliver a coherent and hallmark MINI balance of go-kart feeling and driving comfort.



P90453015



Media information

Date 23 March 2022

Topic Fully electric and packed with driving fun: The new MINI 3-door on snow and ice.

Page 4

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 German automotive market. 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 have already been calculated based on the new WLTP test cycle. NEDC figures listed have been adjusted to the NEDC measurement method where applicable. WLTP values are used as a basis for the assessment of taxes and other vehicle-related duties which 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.

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

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Media information

Date 23 March 2022

Topic Fully electric and packed with driving fun: The new MINI 3-door on snow and ice.

Page 5

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 2021, the BMW Group sold over 2.5 million passenger vehicles and more than 194,000 motorcycles worldwide. The profit before tax in the financial year 2021 was € 16.1 billion on revenues amounting to € 111.2 billion. As of 31 December 2021, the BMW Group had a workforce of 118,909 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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