



# MINI CORPORATE COMMUNICATIONS

Media Information  
07 February 2024

## The new MINI Cooper with petrol engine: The new MINI Cooper C and the new MINI Cooper S.



The fifth generation of the MINI Cooper stands for simplicity at its charismatic best. Typical MINI proportions evoke the brand's history. Together with the striking front grille, they give the new model its distinctive face. Minimalist design, digital innovations and an immersive user experience are the hallmarks of the interior.

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**Munich.** Within the new model family, MINI designates the performance levels of its petrol engines for the MINI Cooper using the letter C and for the performance-enhanced model using the letter S. The attractive powertrain portfolio of the new three-door MINI is thus complemented by two efficient petrol engines with a choice of three or four cylinders. The brand's iconic go-kart feeling is brought to the road in the new generation MINI. The MINI Cooper's minimalist design is a combination of traditional brand values and impressive clarity.

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"At MINI, 'Power of Choice' means that in addition to all-electric MINI models, we also offer models such as the new MINI Cooper with petrol engine. The car is ideal for all those people who want to drive a classic MINI 3door and appreciate the performance and characteristic sound of a combustion engine," says Stefanie Wurst, Head of MINI.



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The interior focuses on typical MINI, minimalist design and new materials. Technical innovations such as the MINI Operating System 9, the new MINI Experience Modes and a wide range of digital functions create an immersive user experience.

### **Two powerful drive variants.**

With an output of 150 kW/204 hp, the four-cylinder engine of the MINI Cooper S (combined fuel consumption: 6.7 — 6.1 l/100 km, combined CO2 emissions: 150 — 138 g/km according to WLTP) accelerates from 0 to 100 km/h in 6.6 seconds with a maximum torque of 300 Nm. The 115 kW/156 hp three-cylinder engine of the MINI Cooper C (combined fuel consumption: 6.5 — 5.9 l/100 km, combined CO2 emissions: 146 — 133 g/km according to WLTP) delivers a torque of 230 Nm and accelerates the vehicle from 0 to 100 km/h in 7.7 seconds.

The MINI Cooper is equipped with a suspension and damping system designed for agile handling. The precise typical MINI steering combined with powerful brakes ensures a high level of driving pleasure, safety and comfort.

### **The exterior: cult status included.**

With a puristic design and compact silhouette, the MINI Cooper is the embodiment of the brand's basic idea: maximum driving pleasure with a minimal ecological footprint. The contemporary minimalism of the new design characterises the clear surfaces of the body. Short overhangs and a short bonnet contrast with the long wheelbase, giving the car typical MINI proportions.

At the front, the new octagonal grille with its filigree contours defines the MINI Cooper's characteristic face even more. The BMW Group's smallest radar sensor to date is positioned on the horizontal strut between the air intakes. A total of 12

ultrasonic sensors in the MINI Cooper support the driver assistance systems and increase driving safety. Horizontal LED daytime running lights underline the new appearance in the standard setting. The striking appearance is further enhanced by three selectable light signatures for the daytime running lights of the MINI LED headlights and the redesigned matrix rear lights.



All three selectable light signatures begin and end with a specially orchestrated welcome or goodbye animation.



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### The interior: classic, innovative, MINI.

The MINI Cooper's elegant, minimalist interior design is inspired by the classic Mini. The new steering wheel, the round OLED Display and the typical MINI toggle bar and the two-tone textile dashboard create a sense of spaciousness in the cockpit. Clean lines are the hallmark of the modern interior with its generous amount of space. The panoramic glass roof adds to the bright and friendly atmosphere. By folding down the rear seat in a 60:40 ratio, the luggage compartment can be flexibly expanded from 210 litres to provide a volume of up to 725 litres.

The most important driving functions (parking brake, gear selector, start/stop key, experience mode toggle, volume control) are directly accessible via the distinctive toggle bar. The gear selector in the center console makes way for the new Wireless Charging Shelf 2.0. Smartphones can be stored here and charged wirelessly.

The MINI Interaction Unit has been moved closer to the driver in the MINI Cooper cockpit. The diameter of the high-resolution, thin OLED display with high-quality glass edge is 240 mm. Its operating logic is similar to that of a smartphone and can be operated intuitively by touch.

Relevant vehicle-related information, such as speed and fuel consumption, is displayed at the top of the screen. In the main menu, the functions are arranged horizontally as widgets and can be selected by swipe and touch. In the lower area of the OLED display, the menu items Navigation, Media, Telephone and Climate can be selected directly at any time.



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### Digital innovations for an immersive user experience.

As part of the optional MINI Experience Modes, two projector units beam various illuminated graphics onto the dashboard. The interplay of visual design, ambient lighting and sound design changes the appearance of the cockpit and opens up new possibilities for personalising the MINI Cooper.

Each mode has its own dynamic background and can be selected according to the driver's personal preferences. In personal mode, a personal photo can be set as the display background via the MINI app. The dominant colours of the photo then extend across the textile surfaces of the dashboard and the door panels as illuminated graphics.



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### **Drive safely, arrive relaxed.**

The new MINI Cooper offers numerous driver assistance systems for safe and comfortable driving pleasure. As standard, the Safe Exit function monitors the area around the parked vehicle and warns approaching road users before the door is opened. The function not only delays the unlocking of the doors, but also uses light signals outside the vehicle to warn of a possible collision.

On the road, the MINI Navigation package optionally provides support with 3D visualisation and Augmented View, displays the current traffic situation, provides information about parking options including digital payment options, and much more besides. Camera and radar-based assistance functions increase safety by supporting steering and lane keeping as part of the comprehensive Driving Assistant Plus package. Automatic speed and distance control makes city driving even more comfortable.

Just say "Hey MINI" to activate the MINI Intelligent Personal Assistant (IPA) on the OLED display. A 3D visualisation then appears in the form of a "car" avatar or the digital MINI companion "Spike". Interacting with the MINI IPA, the driver can use his voice to control a wide range of options such as navigation, telephony, entertainment and other vehicle functions.

The innovative MINI Digital Key Plus function turns the smartphone into the car key via the MINI app. The welcome animation of the front and rear lights begins as soon as the driver is less than three metres away; the doors are unlocked when the driver is at a distance of less than one and a half metres. This convenient vehicle experience can be digitally transferred to different users, including their personal vehicle settings.

### **Four trims for an individual look.**

The new Essential, Classic, Favoured and JCW trim variants offer a wide range of customisation options. Depending on the trim, the new MINI Cooper C and MINI Cooper S are available with different body paint finishes and interior trims.

The exterior colours can be combined with one of four roof colors and create a variety of contrasts. An exclusive option in conjunction with the Favoured Trim package is the Spray-Tech design of the distinctive Multitone Roof. This features a three-colour gradient. New, aerodynamically optimised designs are available for the 16-inch to 18-inch aluminium rims.



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Fuel consumption, CO2 emission figures and power consumption and range 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](http://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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## 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 over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2022, the BMW Group sold nearly 2.4 million passenger vehicles and more than 202,000 motorcycles worldwide. The profit before tax in the financial year 2022 was € 23.5 billion on revenues amounting to € 142.6 billion. As of 31 December 2022, the BMW Group had a workforce of 149,475 employees.

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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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