



# MINI CORPORATE COMMUNICATIONS

Media Information

05 April 2024

## 360 degrees of freedom: The MINI Cooper S Convertible in Palm Springs.



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Sunshine over two thirds of the year and an all-round view of the impressive mountain ranges — what better place to drive a Convertible than in Palm Springs. The city in the Coachella Valley east of Los Angeles is the ideal location for a trip in the MINI Cooper S Convertible. Nestled in the breathtaking desert landscape of the San Jacinto Mountains, the expansive boulevards have always been a popular meeting place for Hollywood stars and California's upperclass.

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**Palm Springs.** In the middle of the desert and incredibly cool — that's Palm Springs. Countless date palms, hot springs and turquoise-blue swimming pools with views of the surrounding peaks of the Agua Caliente Indian Reservation Park make this place a well-tempered

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wellness oasis. From October to May, a light breeze from the canyons carries a pleasant cooling breeze to the sunlit city streets. Numerous cafés, bars and resorts invite you to enjoy the incomparable climate and the freedom-loving atmosphere. That's how laissez-faire goes in American.

What could be better than opening the electric soft top in a sporty-elegant MINI Cooper S convertible (fuel consumption combined in l/100 km: 6.6-6.2 (WLTP)/CO2 emissions combined in g/km: 151-141 according to WLTP). All it takes is 18 seconds at a speed of up to 30 km/h. The wind is blowing in your hair and the typical MINI open-air go-kart feeling increases the feeling of freedom when driving south on Palm Canyon Drive.

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### **Between pools and palms.**

As early as the 1930s, Palm Springs was considered a retreat for Hollywood stars in the desert. Here, far away from the curious eyes of the paparazzi, they were able to relax in a pleasantly dry climate with views of the impressive landscape. It's no wonder that the largest number of mid-century modern architecture and design classics in the world is located here.

Even today, modern villas in expansive bungalow style characterize the image of Palm Springs. With its elegant equipment, the MINI Cooper S Convertible is a perfect match for the dignified backdrop of the city. The incomparable appearance of the convertible is further emphasized by the exclusive surround of the radiator grille and the front and rear lights in high-gloss piano black.



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“The Movie Colony” is located not far from downtown. It's not without reason that the district bears its name.

The historic villas of numerous Hollywood stars are located here, including Walt Disney, Frank Sinatra, Elvis Presley, Marilyn Monroe, Leonardo di Caprio and Elizabeth Taylor. They all appreciated the discreet and carefree atmosphere at the pools and under the palm trees, which are constantly swinging in the wind. The all-round view from the MINI Cooper S Convertible not only provides an unobstructed view of the subtly designed mid-century architecture as you drive past. Right behind, rugged mountain ranges rise on the horizon around Downtown Palm Springs and contribute to the valley's unique atmosphere.

From here, a breezy ride along Indian Canyon Drive takes you to the Palm Springs Art Museum and its important collection after just a short time. With over 12,000 modern works of art and a unique collection of works of architecture and design, it stands for the diverse culture of Palm Springs.

### **A green oasis under the open sky.**

After so many cultural impressions, it is time for a short break. Thanks to short overhangs and compact outer dimensions, the MINI Cooper S Convertible fits easily into one of the popular parking spaces in the shade. Fortunately, the unparalleled open-air feeling in Palm Springs is retained even outside the Convertible. Because not only the weather, but also the varied culinary scene in Palm Springs invites you to enjoy one of the many terraces or in one of the typical poolside cafés. The modern Californian bistro Lulu's is centrally located between the main roads in downtown Palm Springs and is a favorite for lovers of extended brunches. From sandwiches and fresh salads to French-inspired cuisine, you'll find everything you want here.

After the stop, the journey continues towards the national park. The tall date palms line the street and provide cooling shade. They are the calming trademark of the sophisticated city and create a deep green





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contrast to the wild mountain landscape that surrounds Palm Springs. In the late 19th century, palm trees were imported from the Middle East. Since then, they have been producing sweet dates here under perfect climatic conditions, which are used to prepare delicious shakes in many bars in the city.

### **MINI Cooper S Convertible: driving pleasure with unobstructed all-round visibility.**

On the curved path to the west, the route repeatedly provides fascinating views of the numerous canyons. The automatic sports transmission of the MINI Cooper S convertible also enhances comfortable open-air driving pleasure. And with 178 hp, the vehicle accelerates from 0 to 100 km/h in 6.9 seconds, making the route to the Tahquitz Canyon at the foot of the San Jacinto Mountains fast. Just a few minutes from Palm Springs city center, along a beautiful hiking trail, you'll find ancient rock carvings of the Cahuilla natives and an impressive 30-meter high waterfall. This proximity to nature makes Palm Springs so attractive for many visitors and enables varied, active sightseeing.



The Palm Springs Aerial Tramway rewards you with a particularly impressive all-round view of the rugged mountain landscape and into the city. Over a length of four kilometers, the cable car offers breathtaking views of the Chino Canyon. A special highlight is the rotating gondola, which rotates around its own axis once during the journey. Once at the almost 2,600 meter high summit, visitors can experience their white wonder during the winter months, because there is regular snow in this height in the San Jacinto Mountains — while the palm paradise in the valley is just a short open-air ride away.

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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 2023, the BMW Group sold over 2.55 million passenger vehicles and more than 209,000 motorcycles worldwide. The profit before tax in the financial year 2023 was € 17.1 billion on revenues amounting to € 155.5 billion. As of 31 December 2023, the BMW Group had a workforce of 154,950 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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