

# MINI CORPORATE COMMUNICATIONS

Media Information

20 April 2026

## MINI at Auto China Beijing 2026.

+++ MINI x Vagabund: one-off creative highlight in Beijing +++

Customisation as an expression of personality +++ Special editions and design partnerships underline the brand's diversity +++



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**Munich/Beijing.** At Auto China 2026 in Beijing, MINI is making a bold statement for creativity and individuality with a large exhibition stand and 14 vehicles on display. From the world premiere of the MINI Countryman MINI x VAGABUND to the China premiere of the electric MINI x DEUS “The Skeg”, as well as a selection of special editions and exclusive paint finishes, the brand demonstrates just how many ways MINI can be interpreted and personalized. “Customisation” is positioned not merely as a technical add-on, but as an expression of personality, attitude and community.

**Show highlight: MINI x Vagabund.** MINI and the Austrian design studio

Vagabund present a new creative project: two unique one-off vehicles based on the MINI Countryman make a bold statement for adventure spirit, community culture and festival lifestyle. Two vehicles that reinterpret the versatility and openness of the MINI Countryman in a new way. Distinctively redesigned wheel

**Company**  
Bayerische  
Motoren Werke  
Aktiengesellschaft

**Postal address**  
BMW AG  
80788 München

**Phone**  
+49-89-382-50181

**Internet**  
www.bmwgroup.com

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arches create a visually wider stance and give the vehicles a striking look. By replacing the rear side windows with a bespoke high-performance sound system, the two one-offs reimagine the car as a mobile soundscape. MINI provides the stage – Vagabund delivers its unmistakable signature. One of the two show cars will be presented at the motor show in Beijing. [Press Release: MINI x Vagabund](#)

The electric MINI JCW × DEUS “The Skeg” is celebrating its first appearance in China. Featuring a radically weight-reduced, semi-transparent fibreglass body and functional, surf-inspired accessories, the one-off captures a lifestyle defined by freedom, movement and personal expression.

The wider MINI presence centres on a broad portfolio of personalised vehicles, addressing different lifestyles, design approaches and use cases. With market-specific editions for China as well as special models born out of established design partnerships, MINI shows how series-production vehicles can be clearly differentiated through colours, materials and details. Shown at an exhibition in China for the first time, the **MINI Paul Smith Edition** builds on a long-standing collaboration that combines MINI’s signature design with Paul Smith’s distinctive style. Exclusive exterior colours, refined design elements and unexpected details bring the shared MINI–Paul Smith story into the present.

The personalised vehicles are complemented by community-focused, positioning MINI as a platform for cultural exchange and creative co-creation.

Models from the current MINI family also illustrate the full breadth of the brand’s line-up at the stand – from the urban character of compact vehicles to adventure-oriented interpretations in the SUV segment.

The performance DNA of the **John Cooper Works** sub-brand is also part of the presentation, underscoring that customization at MINI has long included sporting forms of expression.

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With its mix of editions, collaborations, one-offs and production models, MINI at Auto China Beijing 2026 makes one message clear: “customization” is a core element of the brand’s identity. MINI views its vehicles as personal companions – open to individual design, creative ideas and the unique signature of their owners.

In case of queries, please contact:

## **Corporate Communications**

Julian Kisch, Press Spokesperson, Product Communications MINI

Phone: +49-151-601-38072

E-mail: [julian.kisch@mini.com](mailto:julian.kisch@mini.com)

Micaela Sandstede, Head of Communications MINI

Phone: +49-176-601-61611

E-mail: [micaela.sandstede@bmw.de](mailto:micaela.sandstede@bmw.de)

## **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 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 2025, the BMW Group sold 2.46 million passenger vehicles and more than 202,500 motorcycles worldwide. The profit before tax in the financial year 2025 was € 10.2 billion on revenues amounting to € 133,5 billion. As of 31 December 2025, the BMW Group had a workforce of 154,540 employees.

The economic success of the BMW Group has always been based on long-term thinking and responsible action. Sustainability is a key element of the BMW Group’s corporate strategy and covers all products – from the supply chain through production to the end of their useful life.

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