



MINI CORPORATE COMMUNICATIONS

Media Information

12 August 2026

MINI Strengthens Its Global Presence: Fully Electric Debut in Pakistan and Return to Jordan.

Fully electric market entry in Pakistan and its long-awaited return to Jordan. Milestones that highlight the brand's transformation into a future-focused, all-electric player redefining urban mobility across emerging markets.

Munich. MINI continues its global growth journey with two milestones in 2026: a successful market entry in Pakistan with a fully electric model family and the brand's return to Jordan in partnership with established BMW Group importers.

"The MINI debut in Pakistan and the brand's relaunch in Jordan are important milestones in our journey. They reflect our ambition to bring MINI's unique blend of iconic design, digital innovation and hallmark go-kart feeling to new and returning markets — while taking the next decisive step in shaping the future of urban mobility worldwide," says Jean-Philippe Parain, Head of MINI.

A fully electric MINI debut in Pakistan.

Earlier this year, MINI celebrated its arrival in Pakistan, marking a new chapter in a market with strong long-term potential and a rapidly evolving premium mobility landscape. In partnership with Dewan Motors, BMW Group's long-standing importer, MINI entered the market with its latest generation of fully electric models.

With its dedicated electric technology platform, the fully electric line-up combines iconic MINI design, locally emission-free driving and the brand's hallmark go-kart feeling, offering a distinctive range of models for different lifestyles and mobility needs.

At its core, the all-electric MINI Cooper reinterprets the brand icon for a new era, combining compact proportions with the hallmark go-kart feeling. In the interior, the minimalist design is centered around the distinctive circular OLED display. The MINI Aceman introduces a new fully electric crossover concept in the premium small car segment, combining compact exterior dimensions with a versatile interior and progressive design. As the largest model in the line-up, the MINI Countryman Electric expands the portfolio with increased range capability, enhanced interior

Company
Bayerische
Motoren Werke
Aktiengesellschaft

Postal address
BMW AG
80788 München

Phone
+49-89-382-0

Internet
www.bmwgroup.com

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space and the availability of all-wheel drive, enabling urban use, long-distance comfort and adventures beyond the city.

The launch was accompanied by the opening of a new BMW and MINI showroom in Karachi, designed in accordance with the BMW Group's Retail.Next concept. The new space creates a modern, customer-centric retail environment that combines digital touchpoints with personalized interaction and brings the latest MINI brand experience to customers in Pakistan.

MINI returns to Jordan.

Building on this momentum, MINI now returns to Jordan in partnership with Abu Khader Automotive, BMW Group's official importer in the country since 2010. The relaunch marks a new chapter for the brand following its initial market presence and the opening of its first showroom in Amman in 2012.

From 12 August 2026, MINI will re-enter the Jordanian market with its latest model generation, combining the brand's iconic design and hallmark go-kart feeling with increased comfort, versatility and individualization. The return will reconnect MINI with its established community of enthusiasts in Jordan while introducing the brand to a new generation of customers seeking distinctive premium mobility and a vehicle that reflects their individual style.

Supported by Abu Khader Automotive's long-standing local expertise, customers will benefit from a dedicated sales and aftersales experience tailored to the Jordanian market. The relaunch reinforces the BMW Group's long-term commitment to Jordan and creates a strong foundation for the future development of MINI in the country.

Both milestones underline MINI's strategic focus: expanding its global footprint while redefining urban mobility through electrification, digital innovation and individual expression.

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CO2 emissions & fuel consumption:

MINI Cooper E/SE: (WLTP combined: fuel consumption 14.7 - 14.3 kWh/100 km; CO2 emissions 0 g/km; CO2 class: A)

MINI Aceman E/SE: (WLTP combined: fuel consumption 14.7 - 14.6 kWh/100 km; CO2 emissions 0 g/km; CO2 class: A)

MINI Countryman E/SE: (WLTP combined: fuel consumption 17.3 – 16.3 kWh/100 km; CO2 emissions 0 g/km; CO2 class: A)

All of the stated model variants, equipment features, technical data relate to the German market. Energy consumption and emission figures relate to the German PKW-EnVKV regulation.

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. For vehicles newly type-approved since 01.01.2021, the official specifications exist only according to WLTP. In addition, according to EU Regulation 2022/195, the NEDC values will no longer be included in the EC certificates of conformity as of 01.01.2023.

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/>.

In case of queries, please contact:

Corporate Communications

Julian Kisch, Spokesperson MINI

Phone: +49-151-601-38072

E-mail: julian.kisch@mini.com

Micaela Sandstede, Head of Communications MINI

Phone: +49-176-601-61611

E-mail: micaela.sandstede@bmw.de

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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 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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