

Media Information
23 May 2025

Drive away with confidence: The MINI 3-Door Cooper S now with Price Protection Assurance.

Complete peace of mind, unlimited go-kart thrills.

#MINI #MINIIndia #BigLove #CooperS

Gurugram. In a unique initiative for its customers, MINI India has announced a price protection assurance program for the MINI 3-Door Cooper S. The program is designed to provide complete peace of mind and pass on the benefits of any price reduction in the near future.

Mr. Vikram Pawah, President and CEO, BMW Group India said, “MINI has always stood for innovation and a bold character. With the price protection assurance program for MINI 3-Door Cooper S, MINI is staying a step ahead and ensuring that customers are able to receive the full benefit of any major price reductions resulting from anticipated duty cuts. They can buy their favourite MINI today and do not have to wait longer to make the purchase decision. This bold decision reflects the brand’s exceptional focus on customer centricity, trust and best interest of the MINI community.”

The price protection program is valid on the MINI 3-Door Cooper S which is available in India as a Completely Built-up Unit. The model is produced at MINI Plant Oxford in United Kingdom.

Under the limited period offer, cars bought from now onwards will be covered till the next 180 days. If price is reduced during this period, the respective dealership will refund the differential amount between the net invoiced price and the new ex-showroom price back to the customer. The current ex-showroom price of the MINI 3-Door Cooper S starts at INR 44,90,000. The offer can be availed at any authorised MINI dealership in India.

*Price prevailing at the time of invoicing will be applicable. Ex-showroom prices inclusive of GST (incl. compensation cess) as applicable but excludes Road Tax, Tax Collected at Source (TCS), RTO, statutory taxes/fees, other local tax/cess levies and insurance. Price and options are subject to change without prior notice. For further information and Terms and Conditions of Price Protection Assurance Program, please contact the local MINI authorised Dealer.

The other model of the new MINI family – the all-electric MINI Countryman – is not covered under the offer. It is available in India as a Completely Built-up Unit and is produced at BMW Group Plant Leipzig in Germany.

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If you have any queries, please contact:

BMW Group India

Richa Sharma, Press and Corporate Affairs
Cell: +91 99100 22148; Email: richa.sharma@bmw.in

Satchit Gayakwad, Press and Corporate Affairs
Cell: +91 95607 25900; Email: satchit.gayakwad@bmw.in

Internet: www.mini.in
Facebook: <https://www.facebook.com/MINI.India>
Twitter: https://twitter.com/MINIOfficial_IN
Instagram: https://www.instagram.com/miniindia_official
LinkedIn: <https://www.linkedin.com/company/mini-india/about/>
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