

Media Information
19 March 2026

The new MINI Cooper S Victory Edition launched in India.

An ode to the iconic 1965 Monte Carlo Rally winning Mini Cooper S.

Exclusive Chilli Red exterior paintwork that pays homage to legendary motorsports colors of 1960s.

Highly exclusive. Only limited units available.

Jaipur. The new MINI Cooper S Victory Edition made its debut in India today. The special edition MINI was launched in the country at the newly launched MINI dealership in Jaipur – Sanghi Classic.

The car will be available in the country as a completely built-up unit (CBU) and can be booked at all MINI India authorized dealerships. Deliveries for the same will commence immediately.

No other city has motorsport so deeply rooted in its history than Monte Carlo. MINI has endured tremendous success within the principality, particularly in 1965, when the legendary Mini Cooper S, driven by Timo Mäkinen and co-driver Paul Easter took victory at the 1965 Monte Carlo Rally. At the time, the car was praised for its innovative technology, elegant performance, and agility under extreme weather conditions which MINI has been able to replicate and modernize in the form of the new MINI Cooper S Victory Edition. This new edition creates a stylish statement and maintains typical MINI craftsmanship, following the foundations laid MINIs illustrious rally history.

Mr. Hardeep Singh Brar, President and CEO, BMW Group India said, “The new MINI Cooper S Victory Edition is a bold tribute to the legendary 1965 Monte Carlo Rally win, bringing a historic racing soul to modern Indian roads. This limited-run masterpiece captures the aesthetic essence of MINI’s competitive DNA, meticulously crafted for those who demand a drive that looks as iconic as it feels. We are thrilled to offer Indian enthusiasts a unique opportunity to own a piece of motorsport history, reimagined with bespoke styling that honors our championship heritage. This special edition is a visual celebration of our past and a testament to the timeless spirit of performance that defines the MINI brand today.”

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The ex-showroom price is:

The new MINI Cooper S Victory Edition - INR 57,50,000

*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, please contact the local MINI authorised Dealer.

The new MINI Cooper S Victory Edition will be available in the exclusive Chilli Red exterior paintwork. Sports Seats with Vescin Black are available as standard. The 18-inch alloy wheels in the JCW Lap Spoke 2-tone Design are offered as standard.

The car comes with a standard two-year warranty for unlimited kilometres. The 2 years 24x7 Road-Side Assistance on MINI Cooper S John Cooper Works Pack provides complete peace of mind. These benefits are transferrable along with the ownership of the car. Service inclusive plan starts from 3 yrs / 40,000 kms and package extension is available up to 10 yrs / 1,00,000 kms. An option to extend warranty benefits from third year of ownership and extendable up to maximum ten years, is also available.

Thanks to BMW India Financial Services, customized and flexible financial solutions are designed as per individual requirements. Customers enjoy great value and complete peace of mind with MINI 360° finance plan. It includes attractive monthly instalments, assured buy-back option up to five years, flexible term-end opportunities, 40% lower EMI than standard bank loans, and options to upgrade to a new model among other benefits.

The new MINI Cooper S Victory Edition.

In homage to the legendary motorsports colors of the 1960s, the Victory Edition impresses in **Chili Red exterior paintwork**. This is accentuated by a **white trim stripe** extending from bonnet to the roof and rear, enhancing the vehicle's sportiness even further. As an exclusive trademark of the edition, a white **"52" graphic** adorns both sides of the vehicle – a reference to the number of the original car displayed from 1965. The roof is offered as a panoramic roof in Black, which provides an athletic and elegant contrast to the Chili Red body. The subtle "1965" sticker on the C-pillar catches the eye and gracefully emphasizes the historic year of victory. The 18-inch alloy wheels in the JCW Lap Spoke 2-tone Design not only gives the vehicle a dynamic appearance but also ensures optimum performance and safe handling on a wide variety of road surfaces.

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The striking appearance of the car is enhanced by three selectable Signatures Modes) for the Daytime Running Lights (DRLs) of the LED headlights and the redesigned matrix rear lights. All three modes begin and end with a specially orchestrated welcome and goodbye animation.

Minimalist design, digital innovations and an immersive user experience are the hallmarks of the **interior**. On entering the vehicle, the striking door sill showcases white “1965”-writing on a red and black background immediately catch the eye and bestow the cockpit with an exclusive look. In addition, each model of the edition features a dedication on the inside of the door reflecting information about the bygone rally.

The sportiness is elevated with JCW Sports Seats, Vescin Black upholstery and JCW Dashboard Trim. The JCW Steering Wheel with paddle shifters adds to the hallmark MINI go-kart feeling. Finished in a racy anthracite and red, the interior creates an elegant blend while also providing a sportive contrast to the vehicle’s exterior paintwork. The edition-specific details have been carefully selected to create a harmonious overall effect. The 6 O’clock spoke of the sports steering wheel and the storage box in the center of the console feature the “1965”-lettering and thus become a subtle but impactful reference to the rich tradition of MINI motorsports history. The racing number of the victorious Cooper S from 1965 adorns the key cap of the exclusive edition, making it a daily symbol of this historical success.

The interior experience is mainly created by the textile surfaces. A specially developed knitting process is used to create the easy-care, versatile structure of the two-tone textile. The dashboard and door panels are completely chrome-free and leather-free, using recycled 2D knitted fabric lining. The textile surface is made luminescent by ambient lighting and projections from the MINI Interaction Unit that make even rush hour relaxing.

The **MINI Interaction Unit** takes a quantum leap into the digital age with the hi-resolution 240mm Circular OLED touchscreen display. It is the defining feature of the interior with a completely new feel and versatile functions. It has moved closer to the driver and can be operated similar to a smartphone. The new **MINI Operating System 9** is optimized for touchscreen and voice control and provides advanced connectivity for maximum ease of use. The new **MINI Intelligent Personal Assistant (IPA)** can be activated by saying “Hey MINI” to control a wide range of functions such as navigation, telephony, entertainment and others. The innovative **MINI Digital Key Plus** turns the smartphone into a car key via

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the **MINI App** and can be transferred to different users, along with their personal vehicle settings. **Head-up Display** projects all relevant information directly in the driver's line of sight. A **Fisheye Camera** can capture selfies, fun moments and videos with sound, inside the cabin and is capable of transfers via a QR code. **Harman Kardon** Surround Sound System is an aural treat. Other features include Navigation, Remote Services, Remote Software Upgrades, Apple CarPlay / Android Auto, Teleservices, In-Car Weather and Intelligent Emergency Call.

With the MINI Experience Modes, one can choose from several immersive driving experiences, from the race-inspired 'Go-Kart Mode' to the energy-saving 'Green Mode' or the lively 'Vivid Mode' and more. MINI Experience Modes extend the indoor experience by tuning the light, sound and graphics settings.

A distinctive **Toggle Bar Island** gives access to the important driving functions including start/stop, gear selector, parking brake, experience modes and volume control. General storage area below the toggle bar provides space for a smartphone to be wirelessly charged.

JCW Sport Seats are covered in Vescin Black- a high-quality, perforated, artificial leather-free upholstery made from recycled materials The panoramic glass roof adds to the bright and spacious atmosphere. Electric seat adjustment with **Active Seat** for the driver is available as standard.

The new MINI Cooper S Victory Edition offers the innovative and efficient petrol **engine** powered by the latest MINI TwinPower Turbo technology. It mobilises a peak output of 150 kW/204 hp at 5,000 – 6,500 rpm and produces a maximum torque of 300 Nm at 1450-4500 rpm. The car sprints from 0 – 100 km/hr in 6.6 seconds and the top speed is 242 km/h. The 7-Speed Double Clutch Steptronic Sport Transmission offers efficient, comfortable and sporty driving due to a broader gear spread and smaller engine speed steps. The adaptive suspension ensures an exhilarating experience. JCW Sport Brakes impress with direct response and a better pedal feel.

In the MINI family, advanced assistance systems such as Cruise Control and Parking Assistant increase comfort, control and safety and relieve the driver from monotonous and less demanding aspects of driving. With **Comfort Access**, the car is locked / unlocked automatically as it recognises the key is at a distance of less than 1.5 meters.

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The standard **MINIMALISM** technology includes auto start/stop function, active cooling air ducts and electromechanical power steering. The **alloy wheels** radiate confidence while reducing carbon footprint thanks to their lightweight design and use of recycled aluminium.

The standard **SAFETY** equipment comprises of front passenger airbags and side curtain airbags, Brake Assist, 3-Point Seat Belts, Dynamic Stability Control, Crash Sensor, Anti-lock Braking System, Cornering Brake Control, Rear View Camera, and Tubeless Tyres with Tyre Pressure Indicator.

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