

Media Information
17 June 2026

**The SUV of MINI, now 'Made in India'.
The all-new MINI Countryman C launched in India.**

Dominating proportions with best-in-segment height and ground clearance.

Trademark go-kart feel with a spirited petrol engine with the latest MINI TwinPower Turbo technology.

Modern, digital and unmistakable, with a purist design and immersive user experience.

Available in five exciting color options – British Racing Green, Smokey Green, Nanuq White, Slate Blue, Chilli Red.

Segment-best assured buyback value of up to 66% at end of three years. Monthly installments start at just INR 56,990 with zero down payment.

Chennai. The all-new MINI Countryman C was launched in India today. This latest generation Countryman will now be 'Made in India' and locally produced in a petrol variant at BMW Group Plant Chennai. The car can be booked at all MINI India authorized dealerships and deliveries for the same will commence immediately.

Mr. Hardeep Singh Brar, President and CEO, BMW Group India said, "The all-new MINI Countryman C is definitively 'a new kind of BIG'. It beautifully evolves the traditional MINI silhouette into a commanding SUV with a bold look and a highly practical cabin tailored for family adventures, all while remaining entirely true to our iconic go-kart feeling. We are thrilled that this car will now be made in India, strategically strengthening the portfolio and offering an absolutely great value proposition. MINI is a highly aspirational brand for modern, urban Indian luxury customers. The Countryman C is tailor-made for individuals who demand robust utility and everyday versatility, but still want to make a distinct, expressive statement. This SUV is sophisticated, charismatically minimalist, and undeniably fun, proving that you can grow up without losing your edge."

Available exclusively in the stylish 'Favoured Pack', the ex-showroom price of the all-new MINI Countryman C is INR 47, 50, 000.

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*Price prevailing at time of invoicing will be applicable. Ex-showroom prices inclusive of GST 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 information, please contact local MINI Dealer.

The all-new MINI Countryman C will be available in five striking colours including British Racing Green, Smokey Green, Nanuq White, Chili Red and Slate Blue. Roof in Jet Black is standard. 19-inch wheels Kaleido Spoke Two-Tone (Jet Black + Vibrant Silver) alloys available as standard. Upholstery JCW Sports Seats in Vescin Vintage Brown as standard.

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 Smart Finance. Discover the joy of owning the all-new MINI Countryman C at a monthly instalment starting at just INR 56,990 per month with zero down payment. A standout benefit is the best-in-segment assured buyback value of up to 66% at the end of three years, offering enhanced financial confidence and clarity with flexible end-of-term options. Further, the purchase can be enhanced and customized by financing MINI Service Inclusive, MINI Secure and Extended Warranty packages too.

The car comes with a standard two-year warranty for unlimited kilometres. The 2 years 24x7 Road-Side Assistance on the all-new MINI Countryman C 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.

The all-new MINI Countryman C.

The all-new MINI Countryman C represents the comprehensive transformation that is reflected in its design language 'Charismatic Simplicity'. This combines the traditional MINI values with progressive innovations in a particularly authentic way, reducing the design to essentials. The Countryman C shares a purist design that takes equal account of the urban character and the innovative spirit of MINI community.

The modern, minimalistic **design** with clear surfaces and wider wheel arches reinforces the look of the all-new MINI Countryman C. The character of this SUV is underlined through the vertical orientation of body details. Its dominating proportions with best-in-segment height and ground clearance lend this SUV an unmistakably powerful presence on the road. Its distinctive **octagonal front grille**, edgier **LED headlights and taillights**, short overhangs along with the very sculptural bonnet enhance the overall appeal. The visual three-part division into the vehicle body, surrounding window area and contrasting roof ensure the Countryman C SUV is instantly recognizable. The surfaces look particularly exciting thanks to an integrative treatment of details. **Flush door handles** and absence of side scuttles underline the clear and modern overall impression. A clearly defined shoulder area gives a decidedly athletic body. The striking front appearance is further 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**. The **MINI Interaction Unit** takes a quantum leap into the digital age with the hi-resolution 240mm **Circular OLED touchscreen display**. The cockpit is divided into an upper and lower section, with vertical door handles and air vents in the upper area. This emphasizes the upright and larger overall impression of the spacious SUV. The sportiness is elevated with the electronically adjustable **JCW Sports Seats** in Vescin Vintage Brown. The driver seat also gets the Seat Massage functionality courtesy of Active Seat. The rear seats can recline up to 25° and can slide up to 130 mm. The **new steering wheel design** adds to hallmark MINI go-kart feeling. The large 505 litre boot space can be expanded to up to 1450 litre by folding down the rear seats.

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 all-new MINI Countryman C offers the innovative and efficient petrol engine powered by latest **MINI TwinPower Turbo technology**. It mobilises a peak output of 115 kW/156 hp and produces a maximum torque of 240 Nm. The 7-Speed Double Clutch Steptronic Sport Transmission offers even more efficient, comfortable and sporty driving due to a broader gear spread and smaller engine speed steps.

The **MINI Operating System 9** is optimized for touchscreen and voice control and provides advanced connectivity for maximum ease of use. The **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 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** captures selfies, fun moments and videos with sound, inside the cabin. **Harman Kardon Hifi Sound System with 12-speaker setup** 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 eight 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.

Advanced assistance systems such as **Cruise Control** and **Parking Assistant Plus** with 360 degree Camera 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.

The standard **MINIMALISM** technology includes auto start/stop function, brake energy recuperation, active cooling air ducts and electromechanical power steering. The alloy wheel radiates confidence while reducing carbon footprint thanks to their lightweight design and use of recycled Aluminium.

The all-new MINI Countryman C delivers top tier **safety** for its occupants and has secured a Euro NCAP safety rating of 5 Stars. 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, integrated emergency spare wheel under the load floor and a fuel tank capacity of 60 litres.

Key Highlights

- Best in class height and ground clearance
- TwinPower Turbo Petrol Engine with 156 hp of Power & 240 Nm of Torque
- Versatile Boot Space with foldable rear seats (505-1450 L)
- ADAS Level 1 Features
- 5 exciting exterior colours | 19-inch Kaleido spoke wheels | Favoured trim | Vescin upholstery
- Panorama glass sunroof
- Parking assistant plus | 360° camera
- Harman kardon hi-fi 12-speaker sound system
- Head-up display
- 8 Experience modes
- 240 mm circular OLED display
- MINI OS 9
- Digital key plus
- Seat massage for driver
- Interior camera

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