

Media Information
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The MINI Cooper Oxford Edition. Pre-launch bookings open in India.

A special tribute to the home of the brand – Oxford.

The special edition turns the Cooper's iconic character up a notch, amplifying playful individuality with a bold British attitude.

Highlight: The Union Jack on the contrast roof.

Gurugram. MINI India has opened pre-launch bookings for the MINI Cooper Oxford Edition. This special edition celebrates what makes the Cooper so unmistakable – by expressing it even more boldly, more visibly and with an ultimately playful British twist.

The MINI Cooper Oxford Edition will be available in the country in limited quantities.

No city in the world embodies the MINI brand quite like Oxford, UK. The classic Mini was first built here in 1959, and since 2001, BMW Group has been producing the modern MINI on the same site. With the MINI Cooper Oxford Edition, the brand celebrates its British roots by incorporating the iconic Union Jack into a range of design details on the latest edition of the MINI Cooper 3-door.

Customers can contact their nearest authorised MINI dealership to book the MINI Cooper Oxford Edition. MINI has 18 sales touchpoints in 17 cities - Bird Automotive & Deutsche Motoren (Delhi NCR), Infinity Cars (Mumbai & Navi Mumbai), Krishna Automobiles (Chandigarh), KUN Exclusive (Chennai, Hyderabad & Bengaluru), Bavaria Motors (Pune), EVM Autokraft (Kochi), Gallops Autohaus (Ahmedabad), OSL Prestige (Kolkata), Speed Motorwagen (Lucknow), Titanium Autos (Guwahati & Ranchi), Eminent Cars (Surat) and Sanghi Classic (Jaipur & Jodhpur). MINI service is integrated with larger BMW Group India aftersales network and is available at 51 touchpoints across 36 cities.

Further details of the car's exterior and interior can be explored on mini.in. There is also a description of the new highlights and features of the MINI Cooper Oxford Edition, as well as a gallery of images showcasing the car. Customers can also register their interest and request a call back from MINI Authorized Dealers for further information.

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