



THE NEW MINI ELECTRIC.

- First MINI and first small car in the premium segment to run on electrical power only. Brand's first fully electric vehicle unveiled in its 60th year.
- MINI Cooper SE will come with three trim levels and monthly lease from €309* and will start from €27,765 **OTR** (inc. SEAI grant and VRT Rebate).
- Retailers accepting deposits now for March 2020 delivery.
- Model-specific lithium-ion battery enables range of 235 to 270* kilometres – without constraints in terms of luggage compartment volume.
- Acceleration from zero to 60 km/h in 3.9 seconds and from zero to 100 km/h in 7.3 seconds (Electric motor with 135 kW/184hp and 270 Nm).
- Standard equipment features include new Digital Dashboard, Connected Navigation including Real Time Traffic Information (RTTI), LED headlights and taillights.
- Can be charged at a household socket, wall-box or public charging stations, fast direct-current charging possible at up to 50 kW.
- Outstanding agility due to spontaneous power delivery, low centre of gravity, front-wheel drive and wheel slip limiting close to the actuator.

As the world faces new environmental, social and economic challenges, MINI has today unveiled its first fully electric model – the MINI Electric. Every inch a MINI, with performance close to the hot-hatch MINI Cooper S, it is temptingly priced and demand is expected to be strong.

Orders are being taken from today, with first deliveries in March 2020. Customers wishing to book a production slot can place a deposit either with a MINI retailer. For more information visit www.mini.ie

Characteristic MINI design

The MINI Electric is based on the same body shell as the 3-Door Hatch, with a number of specific differences. An embossed MINI Electric logo appears on car's side scuttles, as well as on the tailgate and front radiator grille

The front grille features the hallmark hexagonal shape but is closed, as the car requires less cooling. This also contributes to excellent aerodynamics, as do the enclosed undercarriage, the rear apron and the special 17-inch MINI Electric Corona Spoke 2-tone wheels, which are optional.

The charging plug is located above the right-hand rear wheel, where the petrol filler would normally be. Boot volume can be compromised in electric cars but the MINI Electric retains the full MINI Hatch 211 litres, expanding to 731 litres when the rear backrests are folded down.

Technical Information

Power Output	135,0	kW
Power Output	184,0	hp
Max. torque	270,0	Nm
Battery Capacity gross	32,6	kWh
Battery Capacity net	28,9	kWh
Acceleration 0-62 MPH	7,3	sec
Top Speed	150	Km/h
WLTP Range min-max	235 to 270	Kms
Charging 0-80% DC 50 KW	35	minutes
Charging 0-100% AC 11 KW	210	minutes
Charging 0-80% AC 11 KW	150	minutes
Consumption WLTP min-max gross	15,5-18,0	kWh/100km

Pricing and trim levels

There will be the three trim levels, beginning with the standard trim, with a monthly lease price of €309* or on the road price from €27,765 **OTR** (which includes SEAI grant €5,000 and VRT rebate €5,000).

The mid-level offers a cloth/leather-look upholstery, additional exterior body colour and wheel options, as well as adding rear Park Distance Control (PDC), Rear Camera, Seat Heating, Driving Assistance Pack and Logo Projection. The mid-level style MINI Electric is available at €30,405 OTR (including SEAI grant and VRT rebate).

For customers looking for a premium driving experience, the top level offers the following on top of the mid-level trim: front PDC, Park Assist, Harmon Kardon sound system and Head-up Display. It also adds a Panoramic Sun Roof, Matrix LED's and provides an upgrade to the 8.8" infotainment touch screen. Wireless

phone charging is also included, in addition to MINI Yours Leather Lounge upholstery, a choice of five alloy wheels and six exterior body colours. The top style MINI Electric is available at €35,695 OTR (including SEAI grant and VRT rebate).

Electric drive-train

The battery pack has 12 modules of lithium-ion cells arranged in a T-shaped unit in the vehicle floor between the front seats and below the rear seats, providing a battery capacity of 32.6 kWh.

The motor is the latest, powerful version of the synchronous electric motor developed by the BMW Group and provides a maximum output of 184 HP and maximum torque of 270 Nm. As a result, the car accelerates to 100km in just 7.3 seconds with top speed limited to 150kms/h.

The power electronics are shielded by a reinforced bumper carrier and the motor support frame, while the high-voltage battery is protected by a solid base plate. With an unladen DIN weight of 1,365 kilograms, the MINI Electric is only 145kgs heavier than the current MINI Cooper S 3-Door with Automatic transmission

In accordance with new EU law, the car is fitted with acoustic pedestrian protection for low speed driving, with a distinctive sound created especially for the car generated via a speaker system.

Even more dynamic

Electric drive takes the trademark MINI go-kart driving feeling to new heights, thanks to new suspension technology designed for this model. With a centre of gravity that is at least 30 millimetres lower than in the MINI Cooper S and the reduced weight over the front wheels thanks to the electric motor, close to perfect weight distribution helps the new MINI Electric achieve exceptional driving dynamics.

The MINI Electric has an innovative Dynamic Stability Control (DSC) system which gives excellent traction at set-off and outstanding driving stability in brake energy recovery mode, as well as when accelerating out of tight bends.

Four driving modes

The car offers as standard four MINI Driving Modes - selected via a switch located on the right-hand side of the toggle bar.

SPORT mode has more direct steering and a more rapid power delivery. The MID setting has less aggressive steering while GREEN mode features gentle accelerator actuation. In GREEN+ mode, some comfort functions such as air conditioning are limited or deactivated to save further power and increase range.

A toggle switch to the left of the start/stop toggle provides the choice of intense or low-level power regeneration- regardless of the MINI Driving Modes to allow the driver to choose the best setting for their own style of driving. This recharges the battery when the driver lifts off the accelerator, preserving energy, and acts as a braking force.

New digital dashboard.

The new MINI Electric has a new digital dashboard with a 5.5-inch colour screen behind the steering wheel. Road speed is shown at the centre in figures with a peripheral scale band, as well as information on the charge level of the battery, the selected MINI Driving Mode, the status of the driver assistance systems and check control messages.

In addition, details of the available range, current drive power, outside temperature, time and mileage are displayed, with traffic sign detection reports and directions from the navigation system.

If the vehicle is connected to a power socket or charging station, it's possible to read off the time, outside temperature, available range and the charge status from the new dashboard. Charge completion time is also displayed and the colour of the panel changes depending on charge status.

Charging flexibility

The MINI Electric comes with both home and public charging cables as standard, designed for AC and DC charging using Type 2 and CCS Combo 2 plugs.

Above the car socket, a charge level indicator displays orange for start of charge, pulsating yellow light for active charging and green for a fully charged battery. At a

50kW DC fast-charging station an 80 per cent charge is reached from zero in 35 minutes.

Special equipment

The new digital dashboard provides information on the current flow of energy and the range, as well as offering ways of increasing range by deactivating comfort functions or boosting energy regeneration. On the navigation map, a circle that indicates the car's range can be shown.

When the route guidance starts, it displays the fastest and shortest route and also suggests a GREEN route involving the lowest level of power consumption.

The standard Navigation includes a 6.5-inch touchscreen in the central instrument panel. This allows MINI Online and Apple CarPlay, as well as offering Real Time Traffic Updates (RTTI) which updates the navigation system automatically and displays details of battery charge status and range. In addition there is a map view which shows public charging stations in the local area and remote services allows the driver to control the charging process via a connected mobile phone.

The exterior mirror caps are finished as standard in Vigorous Grey and optionally in yellow, as is the horizontal blade on the front radiator grille. Regardless of the trim level selected, all exterior finishes can be combined with roof and exterior mirror caps in body finish (not available with the body colour White Silver metallic), or in black or white. Customers also have a choice of alloy wheels in 16 and 17 inches, including the new, model exclusive Corona Spoke alloy.

Dual zone automatic air conditioning with separate ventilation and temperature control for the driver and front passenger as standard. The heater is particularly efficient, using 75 per cent less energy than a conventional version.

Footnotes:

Finance example is based on *Monthly rentals from €309 plus €4,727 customer deposit and lease for a 36 month period Personal Contract Hire agreement.

OTR Price	€ 37,765
VRT Relief	€ 5,000
SEAI Grant	€ 5,000
	€ 27,765

Customer Deposit	€ 4,727
Advance	€ 23,038
1 Payment of	€ 384
35 Payments of	€ 309
Optional Final Payment	€ 14,635
APR	4.90%

*The figures for fuel consumption, CO₂ emissions, power consumption and range are measured using the methods required according to Regulation (EC) 2007/715 as amended. The information is based on a vehicle with basic equipment in Germany; ranges take into account differences in wheel and tyre size selected as well as optional equipment and can change during configuration.

The information has already been calculated based on the new WLTP test cycle and adapted to NEDC for comparison purposes. In these vehicles, different figures than those published here may apply for the assessment of taxes and other vehicle-related duties which are (also) based on CO₂ emissions.

For further details of the official fuel consumption figures and the 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 free of charge at all sales outlets, from Deutsche Automobil Treuhand GmbH (DAT), Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen and at <https://www.dat.de/co2/>.

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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 and mobility services.

The BMW Group production network comprises 30 production and assembly facilities in 14 countries; the company has a global sales network in more than 140 countries. In 2018, the BMW Group sold over 2,490,000 passenger vehicles and more than 165,000 motorcycles worldwide.

The profit before tax in the financial year 2018 was € 9.815 billion on revenues amounting to € 97.480 billion. As of 31 December 2018, the BMW Group had a workforce of 134,682 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.

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