



Media Information

Winter testing: The new fully electric MINI 3-Door Hatch on snow and ice.

The fully electric edition of the new MINI 3-Door Hatch is now completing a major chapter in its series development process as it undergoes driving dynamics tests on the snow and ice at the BMW Group's winter test centre in Arjeplog, Sweden.

The electric drivetrain, high-voltage battery, power electronics and charging technology of the new MINI prototypes are already demonstrating their high degree of maturity at extreme temperatures below freezing.

Snow-covered roads and specially prepared areas on frozen lakes serve as ideal test tracks and the test engineers can precisely tune the spontaneous power development of the electric motor, the control systems for optimising traction, cornering behaviour, suspension and damping characteristics as well as the character of the steering and braking system. The integrated application of all drive and chassis systems enables a mature degree of overall harmony, which will help the production model deliver the perfect balance of MINI go-kart feeling and driving comfort.

MINI is launching its fifth generation with the MINI 3-Door Hatch as the first model of the new MINI family. With its vehicle concept geared towards fully electric from the outset, it's ideally suited to deliver hallmark MINI handling and creative use of space - plenty of room inside and a small footprint. It will be revealed in late 2023 and also available with internal combustion engine.

Stefanie Wurst, Head of the MINI brand said: "MINI is on a path of growth and heading towards a fully electric future. Our iconic MINI 3-Door Hatch maximises the experience for our customers through its electrified go-kart feeling combined with digitalised touchpoints - and a clear focus on sustainability with a minimal environmental footprint."

BMW Group Company

Postal Address
MINI UK
Summit One
Summit Avenue
Farnborough
Hampshire
GU14 0FB

Telephone
+44 (0) 1252 920 000

Internet
www.mini.co.uk

The future core portfolio of all-electric powered vehicles will include the MINI 3-Door Hatch, a new crossover in the small-car segment and the next generation MINI Countryman in the compact segment. MINI is also developing concepts for John Cooper Works models with an electrified drivetrain.

This year, MINI will reveal its concept of the new all-electric crossover. The next generation MINI Countryman is set to be revealed in 2023 and will also be available with internal combustion engine.

Ends

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 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

In 2021, the BMW Group sold over 2.5 million passenger vehicles and more than 194,000 motorcycles worldwide. The profit before tax in the financial year 2021 was € 16.1 billion on revenues amounting to € 111.2 billion. As of 31 December 2021, the BMW Group had a workforce of 118,909 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

www.bmwgroup.com
Facebook: <http://www.facebook.com/BMWGroup>
Twitter: <http://twitter.com/BMWGroup>
YouTube: <http://www.youtube.com/BMWGroupView>
Instagram: <https://www.instagram.com/bmwgroup>
LinkedIn: <https://www.linkedin.com/company/bmw-group/>

MINI Press Office Contacts:

Georgina Cox
MINI Media Relations Manager
Tel: 07815 370878
Email: Georgina.Cox@mini.co.uk

Emma Begley
General Manager, Product and Internal Communications
Tel: 07815 371062
Email: Emma.Begley@bmw.co.uk

Graham Biggs
Corporate Communications Director
Tel: 07815 376867
Email: Graham.Biggs@bmw.co.uk

BMW Group Company

Postal Address
MINI UK
Summit One
Summit Avenue
Farnborough
Hampshire
GU14 0FB

Telephone
+44 (0) 1252 920 000

Internet
www.mini.co.uk

Media website:
www.press.bmwgroup.co.uk
www.mini.co.uk
www.twitter.com/miniuk
www.facebook.com/miniuk
www.youtube.com/miniuk