



Media Information

The new MINI Cooper Convertible.

- New MINI Cooper Convertible completes new generation MINI family.
- Offered with two engines, three trims and new model-exclusive Copper Grey exterior body.
- Production proudly returns to MINI Plant Oxford for first time since 2015.
- Priced from €36,730 RRP, with first deliveries in early 2025.

Following the successful launch of the all-new MINI family throughout the past year, the new MINI Cooper Convertible completes the brand's new model family. Offered in a choice of two new petrol models, the MINI Cooper Convertible will begin production at MINI Plant Oxford later this year, following a nine-year hiatus.

"We are very proud to be able to offer our customers a true convertible in the current MINI family. Our new MINI Cooper Convertible offers unmistakable, hallmark driving fun, coupled with boundless freedom and great emotions: Always Open. Iconic design combined with modern technology and connectivity make this vehicle an unrivalled experience for our customers," says Stefan Richmann, Head of the MINI brand.

With clean surfaces, a fully automatic soft top roof and a minimalist yet innovative interior, the MINI Cooper Convertible offers drivers an added dose of spontaneity, with the ability to drop in the roof in seconds.

The new MINI Cooper Convertible will be built at MINI Plant Oxford, with first deliveries taking place in early 2025. Available in three trim levels, the new MINI Cooper Convertible is priced from €36,730 RRP.

Two powerful petrol engines for iconic driving fun.

The new MINI Cooper Convertible is offered with a choice of two advanced petrol

engines. The MINI Cooper Convertible C (*combined fuel consumption:: 6.6 - 6.5 l/100km; CO2 emissions combined: 150 - 147 g/km according to WLTP; CO2 class: E*) has a power output of 120 kW/163 hp, a maximum torque of 250 Nm (221 lb/ft) and accelerates from 0 to 100 km/h in 8.2 seconds, with a top speed of 220 km/h.

The performance-enhanced MINI Cooper Convertible S (*fuel consumption combined: 6.6 - 6.5 l/100km; CO2 emissions combined: 150 - 148 g/km according to WLTP; CO2 class: E*) has a power output of 150 kW/204 hp, accelerates from 0 to 100 km/h in 6.9 seconds, has a maximum torque of 300 Nm (221 lb/ft), and a top speed of 241 km/h.

The MINI Cooper Convertible offers brilliant driving dynamics thanks to the model's suspension and damping system which is tuned for nimble handling. The vehicle offers drivers precise steering thanks to the highly preloaded anti-roll bar mounts on the axels, providing a well-balanced ride for ultimate comfort.

Exterior Design: Compact proportions and short overhangs.

With its iconic round headlights, newly designed front grille and circular LED headlights – available optionally with three customisable light signatures – the body of the MINI Cooper Convertible remains unmistakable. Characterised by short overhangs and a long wheelbase, the body is given a generous appearance despite its small exterior dimensions of just 3,879 mm in length, 1,431 mm in height and 1,744 mm in width.

Fully automatic soft top for spontaneous adventure.

The new MINI Cooper Convertible offers a fully automatic soft top roof, and with its extremely quiet drive, the folding roof can be fully opened in just 18 seconds while travelling at up to 30 km/h. At the same time, the window bars and side windows are lowered to provide a completely unobstructed view of the surroundings. The roof can also be opened to just 40cm, providing a sunroof, while the full roof closes in just 15 seconds at the touch of a button.

When the soft top is open, the MINI Cooper Convertible has a luggage compartment volume of 160 litres, while when the soft top is closed this expands to 215 litres. To assist with loading, the tailgate opens downwards and the wind deflector behind the driver and passenger seats reduces wind noise and unwanted air turbulence when driving.

Concealed behind the headrests at the rear of the MINI Cooper Convertible, the integrated rollover protection system is activated automatically as soon as the central safety electronics detect a risk of rollover.

Three individual trims.

The MINI Cooper Convertible is available in three trims: Classic, Exclusive and Sport, with each trim offering a choice of interior and exterior options. Classic trim features a back-trimmed front grille, 16" 4 Square Spoke Alloy wheels on Cooper C or 17" U-Spoke Dark Grey Alloy wheels on Cooper S, Melting Silver exterior body colour and Black/Blue Vescin cloth combination seats and dashboard knit as standard.

Exclusive trim offers a Vibrant Silver front grille and MINI logos on the front and rear of the vehicle, 17" U Spoke Grey Alloy wheels, British Racing Green exterior body colour, Nightshade Blue Vescin seats and a Light Beige/Grey Dash dashboard knit.

Finally, Sport trim offers a performance inspired appearance with a distinctive front and rear design. A high gloss hexagonal patterned front grille surround, front and rear apron, and Black brake callipers with JCW badging are all offered as standard. 18" JCW Lap Spoke 2-Tone Alloy Wheels and Chili Red exterior body colour complete the exterior design.

Inside the cabin, Sport trim offers JCW Black Vescin/cord combination seats, a JCW black/red dashboard knit, partially perforated steering wheel with red accents and a decorative strap in black/red knit and finally shift paddles on the steering wheel, highlighting the performance inspired nature of this trim.

Minimalist yet innovative interior

The interior design of the new MINI Cooper Convertible focuses on fewer components, clever design, and high-quality workmanship. Three key elements structure the cockpit: a sporty steering wheel, the central OLED display, and the newly designed toggle switch bar.

The textile surfaces in the cockpit are based on a newly developed knitted material which is made from recycled polyester, while the optional Head-Up Display projects all relevant information into the drivers' field of vision, resulting in a cleaner, more streamlined dashboard.

High-resolution OLED display with touch function.

The new central 9.5" display in the cockpit allows both the driver and front passenger to operate all vehicle functions conveniently by touch or voice. The temperature is shown permanently for the driver and front passenger at the left and right-hand edge of the screen and are always integrated at the top level of the MINI Interaction Unit. The lower area of the OLED display is dedicated to Navigation, Media, Telephone and Climate so they can be selected at any time.

In the Home menu, other widgets are displayed in thumbnail view to the left and right of the current menu function. Swiping up from the lower edge of the screen reveals a tool belt where favourite functions can be stored and called up rapidly. All other functions can be accessed via the menu with the display returning to the default setting via the home button.

The toggle switch bar in the centre of the cockpit is a classic MINI feature where five individually designed toggle switches provide direct access to the vehicles most important driving functions (parking brake, gear selector, start/stop button, Experience Mode toggle, volume control). This eliminates the need for an additional gear selector, providing additional stowage space and wireless charging for a smartphone.

New MINI Experiences Modes.

Seven MINI Experience Modes can be selected to change the interior ambience of the MINI Cooper Convertible - even with the top down. To achieve this, two projector units behind the round instrument panel beam illuminated graphics with different patterns and colours onto the dashboard when the top is closed. Changes are made to the colour scheme of the light patterns and to the ambient lighting in the entire interior depending on the Experience Mode selected.

In Go Kart Mode, the focus is on MINI's racing DNA with the colours dominated by black and red, whereas Personal Mode offers a personalised interior design with the option to upload a personal photo via the MINI App. Core, Green, Vivid, Timeless and Balance mode are also available on the MINI Cooper Convertible.

The new MINI Intelligent Personal Assistant.

A spoken "Hey MINI!" activates the first fully-fledged voice assistant of the brand in the MINI Cooper Convertible. Navigation, telephony, entertainment, and numerous vehicle functions can be controlled simply and conveniently by speaking the relevant command to either a stylised MINI or the character "Spike".

The MINI Intelligent Personal Assistant learns continuously through dialogue and can take on day-to-day tasks on repeated routes.

Digital Services.

The innovative MINI Digital Key Plus function enables customers to use their smartphones as a car key via the MINI app. The welcome animation of the front and rear lights begins as soon as the driver is less than three metres away while the doors are unlocked when the driver is less than one and a half metres. This convenient feature can be digitally transferred to different users, including their personal vehicle settings.

Model	Max Power (hp)	Peak Torque (Nm)	Acceleration (0-100 km/h)	Top Speed (km/h)	RRP Price
MINI Cooper Convertible C	163	250	8.2 seconds	220	€36,730
MINI Cooper Convertible S	204	300	6.9 seconds	236	€43,990

-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 over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2023, the BMW Group sold over 2.55 million passenger vehicles and more than 209,000 motorcycles worldwide. The profit before tax in the financial year 2023 was € 17.1 billion on revenues amounting to € 155.5 billion. As of 31 December 2023, the BMW Group had a workforce of 154,950 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.

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