

# MINI CORPORATE COMMUNICATIONS

Media information

09 February 2022

## Sharper profile, authentic character: The new MINI Edition models.



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**All models to be launched together in March 2022: Resolute Edition for the MINI 3 door, the MINI 5 door and the MINI Convertible, Untold Edition for the MINI Clubman and Untamed Edition for the MINI Countryman. Exclusive design and equipment features deliver unmistakable charisma.**

**Munich.** MINI is raising driving fun, expressive design, premium quality and individual style to a new level with its new edition models for spring 2022. For the first time, all current models of the tradition-steeped British premium car manufacturer will be launched at the same time in a specific special edition. From March 2022, the MINI 3 door, MINI 5 door and MINI Convertible will be released in the Resolute Edition. This edition is also available for the MINI Cooper SE (combined power consumption: 17.6 – 15.2 kWh/100 km according to WLTP; combined CO<sub>2</sub> emissions: 0 g/km). The MINI Clubman in the Untold Edition and the MINI Countryman in the Untamed Edition will be launched in parallel.

The edition models have particularly authentic product personalities, each one featuring its own distinctive hallmark character. The exclusive and precisely coordinated design and the equipment features emphasise each model's characteristic elements. The Resolute Edition clearly emphasises the individuality, traditional style, self-confidence and unmistakable charisma of the original in the premium segment of this vehicle class.

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The versatile qualities of the MINI Clubman, in combination with its stylish design and unique body concept, are highlighted particularly intensively in the Untold Edition. In the Untamed Edition, the MINI Countryman sharpens its profile as the perfect companion for spontaneously heading out on adventures beyond the bounds of the city. Each special edition has its own model-specific characteristics with particularly attractive body paint finishes and alloy wheels, high-quality interior design and exclusive decorative elements for the exterior and interior.

In addition, customers can also configure the new MINI edition vehicles to suit their personal needs and requirements. The equipment features can be combined, for example, with the model-specific Comfort, Driver Assistance and Connected Packages. Individual options such as Steptronic sport transmission, adaptive chassis, Harman Kardon HiFi speaker system or the panoramic glass roof are also available for the different edition models.

### **The MINI Resolute Edition: Pure driving joy, unparalleled charisma.**

As the original in the premium small car segment, the MINI combines a thrilling drive with an unconventional appeal that is attractive to different target groups, characterised by its hallmark design and modern premium character. This is why the MINI enjoys a unique position in this competitive environment. The MINI 3 door with its classic body concept, just like the MINI 5 door with its extended functionality, stands for experience-oriented urban mobility in the 21st century. The true MINI feeling is made up of Joie de vivre and openness. And this now also applies to the world of electric mobility. The MINI Cooper SE combines the style of the original with locally emission-free driving fun. In addition, the MINI Convertible complements the brand's unmistakable appearance with a particularly extravagant, youthfully fresh look.

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The Resolute Edition is available for the MINI Cooper 3 door (fuel consumption combined: 6.1 – 5.5 l/100 km; combined CO<sub>2</sub> emissions: 137 – 124 g/km WLTP) and in the MINI Cooper S 3 door (combined fuel consumption: 6.6 – 6.2 l/100 km; combined CO<sub>2</sub> emissions: 151 – 140 g/km WLTP) the MINI Cooper 5 door (combined fuel consumption: 6.1 – 5.5 l/100 km; combined CO<sub>2</sub> emissions: 139 – 126 g/km WLTP) and in the MINI Cooper S 5 door (combined fuel consumption: 6.8 – 6.2 l/100 km; combined CO<sub>2</sub> emissions: 154 – 141 g/km WLTP). It is also available in conjunction with the all-electric MINI Cooper SE. Customers can enjoy open-top driving pleasure in exclusive Resolute Edition style in the MINI Cooper Convertible (fuel consumption combined: 6.4 – 5.9 l/100 km; combined CO<sub>2</sub> emissions: 144 – 134 g/km WLTP) and in the MINI Cooper S Convertible (combined fuel consumption: 6.9 – 6.5 l/100 km; combined CO<sub>2</sub> emissions: 157 – 148 g/km WLTP).



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### **Appealing design features and colour combinations.**

The exclusive design and equipment features of the Resolute Edition reinforce the hallmark characteristics of the MINI models and combine them with modern, high-quality design accentuations. Exterior design features include both a traditional-style colour scheme and no more chrome elements, which will be a matter of course on future MINI models for reasons of sustainability.

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The Rebel Green variant signals pure sportiness; this was previously reserved exclusively for the top athlete MINI John Cooper Works (fuel consumption combined: 7.1 – 6.8 l/100 km; combined CO<sub>2</sub> emissions: 162 – 156 g/km WLTP). It is combined with a Pepper White roof finish and Pepper White exterior mirror caps for the MINI 3 door and MINI 5 door. On the MINI Convertible Resolute Edition, the electrically operated soft top and the exterior mirror caps are finished in black.

Hallmark design features are finished in exclusive Resolute Bronze. This includes the headlight surrounds, the radiator grille and rear lights, the side scuttles on the front side panels, the handles of the doors and tailgate and, on the MINI Cooper S, the air intakes in the front apron and the fuel filler cap. The brand logos and model lettering provide an attractive contrast, as do the inner frame of the radiator grille, the tailpipe trim of the exhaust system and the horizontal radiator grille strut of the MINI Cooper S in Piano Black. On the MINI 3 door and the MINI 5 door in the Resolute Edition, there is also a black strip running around the lower edge of the windows.



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Both the bonnet stripes and the door sill panels of the edition vehicles feature a pattern of parallel lines with a colour gradient between a light and a dark shade of gold as well as the lettering "RESOLUTE". The asymmetrical design gives them a particularly high-quality and unconventional look in hallmark MINI style. The discreetly sporty appearance of the edition vehicles is completed by 18 inch alloy wheels in Pulse Spoke Black design. The MINI Cooper SE features 17 inch alloy wheels in Electric Collection Spoke design. Alternatively, 17 inch alloy wheels in Tentacle Spoke Black design are offered for all models.

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The exclusive flair of the interior of the edition vehicles is enhanced by sports seats in Black Pearl / Light Chequered fabric/leatherette, which are combined with black armrests and knee rolls. This colour scheme



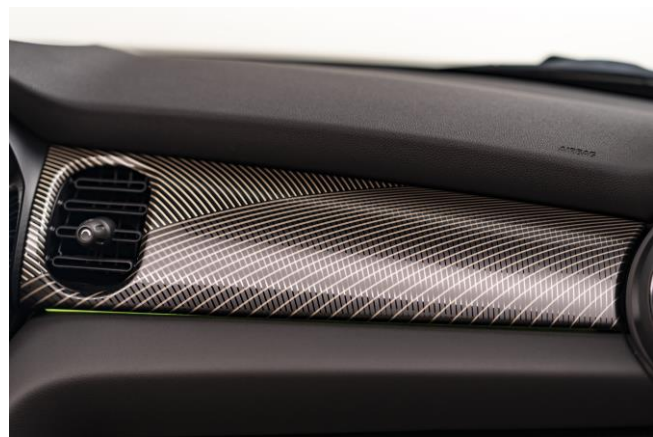
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harmonises perfectly with the Rebel Green paint finish and the black and gold exterior design features. The MINI Yours Leather Lounge variant is also available on request in Carbon Black with particularly striking stitching and piping as well as a perforated Union Jack motif on the headrests. The Nappa sports leather steering wheel bears an edition emblem on the lower spoke, and the

roofliner of the MINI 3 door and MINI 5 door models is in anthracite.

Similar to the available seat options, the interior surfaces created especially for the Resolute Edition emphasise the cars' premium style. Parallel and evenly curved lines in a light shade of gold form a noble pinstripe pattern on the black background of the surfaces. At the same time, they pick up on the structure of the bonnet stripes. The specific design features are staged with the help of the lighting package, whose LED units provide targeted interior illumination, as well as with the Ambient Light, which also includes a laser-engraved ring for the central instrument, light piping in the doors and cockpit area as well as illuminated door handles and door entry areas. In addition, the MINI Driving Modes are part of the equipment package for the Resolute Edition.

The Resolute Edition's exclusive design features make up a carefully crafted package for premium exterior and interior style. They also tie in particularly harmoniously with the clear and purist MINI design language. In the interior, the classic sporty flair of the colours and materials is combined with advanced digital technology.



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The latest generation of the MINI operating system optimises the quick and intuitive control of vehicle functions, audio programme, communication, navigation and apps. Live widgets on the 8.8 inch touch display of the central instrument are used to activate the desired menu item, which can be selected with a swiping motion similar to that on a smartphone.

### **The MINI Untold Edition: Sporty understatement.**

The MINI Clubman is an exceptional phenomenon in the premium compact segment. Its modern interpretation of the classic shooting-brake concept combines tradition and understatement with progressive and lifestyle-oriented characteristics. The unique body concept with four doors, a particularly long roofline and the split doors at the rear consisting of two side-opening wings not only give the MINI Clubman an extravagant appearance, but also provide a high degree of functionality. Its interior offers seating for five and a generous, variable storage volume that can be expanded from 360 to up to 1 250 litres.



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The Untold Edition emphasises the role of the MINI Clubman as the stylish individualist in its class in an exclusive fashion. The refined sophistication of its design is combined with a powerful sports look in a new way. The Untold Edition is available for five model variants. The range includes the MINI Cooper Clubman (fuel consumption combined:



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6.5 – 6.0 l/100 km; combined CO<sub>2</sub> emissions: 148 – 136 g/km WLTP), the MINI Cooper S Clubman (combined fuel consumption: 7.1 – 6.7 l/100 km; combined CO<sub>2</sub> emissions: 161 – 152 g/km WLTP), the MINI Cooper D Clubman (combined fuel consumption: 5.2 – 4.8 l/100 km; combined CO<sub>2</sub> emissions: 136 – 125 g/km WLTP) and MINI Cooper SD Clubman (combined fuel consumption: 5.3 – 5.0 l/100 km; combined CO<sub>2</sub> emissions: 139 – 130 g/km WLTP). In addition, the 225 kW/306 hp top athlete MINI John Cooper Works Clubman (fuel consumption combined: 7.9 – 7.4 l/100 km; combined CO<sub>2</sub> emissions: 180 - 168 g/km WLTP) is available in the Untold Edition.

### **Distinctive body features, stylish interior design.**

The unmistakable appearance of the MINI Clubman is emphasised by the specific design features of the Untold Edition to give it charismatic presence. The Sage Green metallic paintwork, available for the first time on the MINI Clubman, and the distinctive design of the front and rear aprons inspired by the John Cooper Works Aerodynamic Kit provide a stylishly sporty look. The hallmark MINI surrounds on the lower body sections are not in black as usual, but in a dark shade of green for the first time. The five narrow, parallel sport stripes running centrally across the bonnet and roof are also specific features of the Untold Edition. The side scuttles, manufactured using a high-quality 3D printing process, have a specific stripe pattern. This exclusive graphic also features in the logo projected from the door mirrors and on the door sill trims.

The 18 inch alloy wheels in Untold Spoke design with bicolour surfaces in the Jet Black/Refined Brass combination have also been developed exclusively for the edition vehicles. The colour scheme, which is based on refined brass, is also used for the radiator grille surround and the radiator crossbar on the MINI Cooper S Clubman, MINI Cooper SD Clubman and MINI John Cooper Works Clubman models, as well as for the "Clubman" lettering on the split doors at the rear. A black paint finish for the roof and exterior mirror caps is available as an option. The Piano Black exterior equipment with door handles, exhaust tailpipes, MINI logos and model lettering in black is an integral part of the Untold Edition.



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Sports seats in the exclusive MINI Yours Leather Lounge Sage Green version transfer the powerful exterior character to the interior of the edition vehicles. Light-coloured seams and piping as well as textile inserts in the upper and outer areas of the seat backrests create a



particularly stylish seat surface look. Alternatively, sports seats are also available in the MINI Yours Leather Lounge Carbon Black variant. In the cockpit, illuminated accent strips in Sage Green and exclusively designed interior surfaces with a subtle striped pattern and green colour scheme are combined. Another stylish visual accentuation are the surrounds of the air vents in

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Refined Brass. The bottom spoke of the Nappa sports leather steering wheel as well as the floor mats feature an edition emblem.

The MINI Clubman in the Untold Edition also offers particularly high-quality equipment in addition to the exclusive design features. Beyond the standard equipment of the premium compact model, it also includes Adaptive LED Headlights, the MINI Excitement Package and the MINI Driving Modes as well as the anthracite-coloured roof lining and the Interior Light Package.

### **The MINI Untamed Edition: Ready for adventures beyond the city limits.**

The biggest model in the MINI range is also the most versatile: The MINI Countryman has established itself in the premium compact segment as a particularly stylish all-rounder. Four doors, a big tailgate, five seats and an exceptionally variable interior with a luggage compartment volume of 450 to 1 390 litres ensure a high degree of practicality. The optional ALL4 all-wheel drive distributes power as required in all weather and road conditions. The MINI Countryman handles everyday urban traffic just as confidently as it does excursions that take it onto unpaved terrain.



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It also plays a pioneering role on the path to particularly sustainable mobility. The MINI Cooper SE Countryman ALL4 (combined fuel consumption: 2.1 – 1.7 l/100 km; combined power consumption: 15.9 – 14.8 kWh/100 km; combined CO<sub>2</sub> emissions: 47 - 39 g/km WLTP) enables locally emission-free driving fun in city traffic and beyond thanks to its plug-in hybrid drive. Its electric range, determined in the WLTP test cycle, is up to 51 kilometres.



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The character of the explorer and adventurer is emphasised even more intensively with the new Untamed Edition for the MINI Countryman. The exclusive design and equipment features of the edition vehicles highlight the robust look and off-road potential. The Untamed Edition is available for the MINI Cooper Countryman (fuel consumption combined: 6.9 – 6.2 l/100 km; combined CO<sub>2</sub> emissions: 157 – 142 g/km WLTP), the MINI Cooper S Countryman (combined fuel consumption: 7.1 – 6.6 l/100 km; combined CO<sub>2</sub> emissions: 163 – 151 g/km WLTP), the MINI Cooper D Countryman (combined fuel consumption: 5.2 – 4.7 l/100 km; combined CO<sub>2</sub> emissions: 137 – 124 g/km WLTP) and MINI Cooper SD Countryman (combined fuel consumption: 5.5 – 5.1 l/100 km; combined CO<sub>2</sub> emissions: 144 - 134 g/km WLTP) and for the plug-in hybrid MINI Cooper SE Countryman ALL4.

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## Robust look, exclusive details.

Thanks to its exterior design specifically geared towards robust versatility, the MINI Countryman in the Untamed Edition encourages you more than ever to head out into nature and explore completely new roads and paths spontaneously. Not only the exclusive Momentum Grey metallic paintwork gives this MINI Countryman a unique appearance, but also the MINI ALL4 exterior look, whose specific trim elements are also finished in body colour. The harmonious colour scheme emphasises the clear design language of the MINI Countryman's exterior. Both the lower air intake surround including the suggested underride guard, the air curtain inserts in the front apron as well as the side skirts, the reflector inserts and the lower insert in the rear apron are painted in Momentum Grey metallic. And a glance at the MINI brand logos on the bonnet and tailgate reveals that the black lettering and graphic elements of the emblem are also combined with a background in body colour.

Four diagonal stripes, each in Frozen Bluestone, in the lower area of the doors show that this car is ready to take on any road or path. The 18 inch alloy wheels in Untamed 2-tone design with burnished surfaces have been developed exclusively for the edition vehicles. In addition to the roof and the exterior mirror caps, the roof rails and the headlight housings of the MINI Countryman in the Untamed Edition are also finished in black. The Piano Black Exterior option, which is also included in the equipment range of the edition vehicles, adds further black design features. The surrounds of the radiator grille, headlights, tail lights and side scuttles, the door handles, the tailpipe trims, the model lettering and, if equipped accordingly, also the ALL4 emblems on the front side panels.



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Like the door sills, the side scuttles feature a graphic pattern inspired by a mountain landscape and the "Untamed" inscription. Corresponding lettering is also featured on the rear side windows. In addition to the inlays and the carrier plates of the side scuttles, the E logo on the tailgate of the plug-in hybrid model MINI Cooper SE Countryman ALL4 is also in Frozen Bluestone.

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Nature-inspired shades of green and blue dominate the interior design for the MINI Countryman in the Untamed Edition. The exclusive Highland Green colour is combined with blue and green contrast stitching on the surfaces of the sports seats in the MINI Yours Leather Lounge finish. Alternatively, MINI Yours Leather Lounge Carbon Black trim is also available. The illuminated decorative trim in Frozen Bluestone is printed with a landscape pattern analogous to the door sill trims. For the first time, a large-scale graphic serves as a motif in this area of the interior instead of a uniform structure. An additional effect is achieved by the "Untamed" lettering visible in the night design. The accent strips in the cockpit and on the centre console are painted in Frozen Blue metallic, the door trim strips in Arctic Silver metallic and the surrounds of the air vents in high-gloss black.



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In addition, the MINI Countryman edition model features emblems with the "Untamed" lettering on the seats and in the bottom spoke of the Nappa sports leather steering wheel, floor mats with a three-dimensionally embossed landscape pattern in the style of the door sills and decorative trims and an anthracite-coloured roof lining. The characteristic graphic of the mountain landscape also adorns the discreet pins in the outer area of the seat backs in a stylised form. The Untamed Edition for the MINI Countryman also includes the Light Package, the MINI Excitement Package and the MINI Driving Modes.



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Fuel consumption, CO<sub>2</sub> emission figures and power consumption were measured using the methods required according to Regulation VO (EC) 2007/715 as amended. They refer to vehicles on the German automotive market. For ranges, the NEDC figures take into account differences in the selected wheel and tyre size, while the WLTP figures take into account the effects of any optional equipment.

All figures have already been calculated based on the new WLTP test cycle. NEDC figures listed have been adjusted to the NEDC measurement method where applicable. WLTP values are used as a basis for the assessment of taxes and other vehicle-related duties which are (also) based on CO<sub>2</sub> emissions and, where applicable, for the purposes of vehicle-specific subsidies. Further information on the WLTP and NEDC measurement procedures is also available at [www.bmw.de/wltp](http://www.bmw.de/wltp).

For further details of the official fuel consumption figures and official specific CO<sub>2</sub> emissions of new cars, please refer to the "Manual on the fuel consumption, CO<sub>2</sub> emissions and power consumption of new cars", available at sales outlets free of charge, 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 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 2020 was € 5.222 billion on revenues amounting to € 98.990 billion. As of 31 December 2020, the BMW Group had a workforce of 120,726 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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