

Media information  
24 February 2021

## CLEAR DESIGN LANGUAGE MEETS CREATIVE USE OF SPACE: THE NEW MINI 5-DOOR.



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**Fresh design accents and the unique Multitone Roof enhance the appeal of the first five-seater in the British premium brand's small car range. Already more than 500 000 units sold worldwide. Market launch of the new edition begins in March 2021.**

**Munich.** In the MINI premium small car model range, the MINI 5-door is the prime example of how creatively space can be used in typical MINI style. The MINI 5-door combines characteristic driving fun and individual style with a large dose of functionality. Now, fresh design accents, the Multitone Roof, which is unique in the competitive environment, a high-grade refined interior and additional equipment features make the five-door body variant of the MINI even more attractive.

The market launch of the new edition of the MINI 5-door will begin in March 2021.

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The MINI 5-door offers all the qualities of a small car from the British premium brand, plus clear gains in comfort and space for passengers and luggage. The wheelbase, which is 72 millimetres longer than that of the MINI 3-door, and the increased body length of 160 millimetres make all the difference. In urban traffic, the MINI 5-door is also extremely agile and can cope with tight parking spaces if need be. At the same time, three seats are available in the rear. Passengers in the second row benefit from the additional doors when getting in the car and then from noticeably more interior width, legroom and headroom. In addition, the interior is particularly versatile. The luggage compartment volume can be increased by folding down the standard 60 : 40 split rear seat backrests from 278 litres to up to 941 litres as required.



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Combining driving fun and the practical benefits met with great approval from the very beginning. With the new vehicle concept for the small car segment, MINI was able to inspire additional target groups to enjoy its hallmark driving fun. More than 500 000 units of the MINI 5-door have already been sold worldwide. In 2020 alone, more than 56 000 MINI fans opted for this model.



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With the precisely modified design of the MINI 5-door, the best conditions for a continuing this success story have now been created. The new, reduced and particularly clear design language directs the eye to the essentials. At the front of the car, the hexagonal radiator grille and the round headlights are the defining design features even to a greater extent than before. LED headlights are now standard, as are the LED rear lights in the distinctive Union Jack design. Vertical air intakes replace the fog lights, whose function is now taken over by the bad weather light. Like the Matrix function for the high beam, it is part of the Adaptive LED Headlights option. In addition, the bumper unit, now painted in body colour, contributes to the modern, high-quality look of the front end.

In addition to the extended scope of the Piano Black exterior option, the Multitone Roof, which is also available as an optional extra, offers new possibilities for individualizing the exterior of the MINI 5-door. As the roof surface has been extended in parallel with the wheelbase compared with the MINI 3-door, the appeal of the flowing colour gradient from San Marino Blue in the front to Pearly Aqua in the middle to Jet Black in the rear of the Multitone Roof can unfold particularly

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effectively. The successive application of the three colour tones is fully integrated into the machine production process at the British MINI plant in Oxford. Nevertheless, the slightest deviations in the colour pattern can always occur during painting due to changing external conditions. As a result, every MINI 5-door with Multitone Roof rolls off the production line as a unique piece.

The Multitone Roof can be combined with almost all exterior paint finishes available for the MINI 5-door, including the new Rooftop Grey metallic variant. The equally powerful and elegant grey tone for the bodywork, which extends slightly into silver, is an ideal complement to the shimmering colour spectacle on the roof.



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In the interior of the MINI 5-door, the generous amount of space now harmonises with high-grade and advanced cockpit design and new comfort features. The centre air vents, which are flush with the interior surfaces, and the new design of the central instrument cluster, which now houses an 8.8-inch touch display as standard, emphasise the modern premium ambience. The highlights on the driver's side are the optional multifunctional instrument display and the now standard sports leather steering wheel with redesigned multifunctional button panels. For cold days, steering wheel heating is now also available as an optional extra for the first time.

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Illumination and lights also contribute more than ever to feeling snug and comfortable in the interior of the MINI 5-door. The graphic display on the central instrument display and on the digital cockpit display can be varied depending on your mood. The “Lounge“ and “Sport“ modes are available, each with its own colour scheme. The settings for the displays can be matched to the MINI Driving Modes as well as combined with the colour worlds of the new Ambient Light option. In this way, you can create a particularly atmospheric ambience in the MINI 5-door.



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Fuel consumption, CO<sub>2</sub> emission figures, power consumption and range were measured using the methods required according to Regulation VO (EC) 2007/715 as amended. They refer to vehicles on the automotive market in Germany. 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 are already calculated on the basis of the new WLTP test cycle. NEDC values listed have been calculated back to the NEDC measurement procedure where applicable. WLTP values are used as a basis for the definition of taxes and other vehicle-related levies that 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) can be found.

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, 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 2020, the BMW Group sold over 2.3 million passenger vehicles and more than 169,000 motorcycles worldwide. The profit before tax in the financial year 2019 was € 7.118 billion on revenues amounting to € 104.210 billion. As of 31 December 2019, the BMW Group had a workforce of 126,016 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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