

## **Once again Euro NCAP Top Rating: 5 Stars for the fully electric MINI Cooper.**

- The current MINI Cooper Electric models offer maximum safety. This is the result of the latest Euro NCAP crash tests, in which the European Consumer Protection Institute awarded all fully electric MINI Cooper models the top rating. MINI Cooper E, MINI Cooper SE and MINI Cooper JCW E impressed with both passive and active safety.

The aim of the Euro NCAP tests is to continuously increase vehicle safety. Both vehicle occupants and other road users should be exposed to an ever-decreasing risk of injury. The long-term intention: "Vision Zero" - that is, zero road fatalities in Europe. Accordingly, the requirements in the tests become stricter year after year. The criteria for the protection of pedestrians and cyclists have been tightened, and the test scenarios for both passive and active safety have been expanded.

A top rating of 5 stars is not common in the segment of fully electric MINI Cooper models. Particularly new vehicles in this category often come up short due to price sensitivity - accordingly, the top rating is awarded rather rarely.

The Euro NCAP (European New Car Assessment Programme) ratings are a Europe-wide recognised standard for accident safety and are constantly being adapted. They provide a quickly comprehensible comparison of the safety features of a new vehicle. The award of the top rating of 5 stars is exclusively given to new vehicles that provide excellent impact protection and, in addition, a good range of comprehensive and practical technology for accident avoidance.

**Excellent: Top rating from Euro NCAP for the electric MINI Cooper models.** The electrically powered MINI Cooper models impress with their performance, the comfortable spaciousness despite compact dimensions, and the new minimalist design. Thanks to the fully electric drivetrain, the legendary go-kart feeling, and the now certified high level of safety, the fifth generation of the charismatic three-door model is perfectly equipped for the demands of today's urban mobility. The combination of sheer driving fun and a high level of safety underscores the exceptional position of the MINI Cooper Electric models in their segment and at the same time the premium claim of the brand.

In addition to passive and active safety, the top rating in the current Euro NCAP test is also due to effective protection for pedestrians and cyclists, as well as effective systems for accident avoidance. New is the standard pelvic belt pretensioner in all fully electric MINI Cooper models, too.

In the four major safety areas, the MINI models achieve top values for their segment. In terms of **occupant protection**, the three-door model achieves a safety compliance rate of 89% - a value that is usually reserved for larger vehicle classes.

This also applies to the 87% in **child safety** and the 79% in **safety assistants**. With 77% in **pedestrian protection** a very high level of safety I also achieved for compact cars.

The extensive standard equipment with safety-relevant driver assistance systems also plays a decisive role in the top ratings. The passive safety has been further developed in the form of an integrated safety concept.

As early as December 2024, the new MINI Countryman achieved the top rating of 5 stars, underscoring the brand's claim not only to produce extremely attractive, but also particularly safe vehicles.

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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 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 2024, the BMW Group sold over 2.45 million passenger vehicles and more than 210,000 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. Sustainability is a key element of the BMW Group's corporate strategy and covers all products from the supply chain and production to the end of their useful life.

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#### About BMW Group Latin America

The BMW Group is the leader in Premium individual mobility technology, products and services in Latin America, where it markets its three brands: BMW, MINI and BMW Motorrad. BMW is the favorite Premium automotive brand in Latin America, with more than one in every three vehicles sold in the region. In 2024, the brand has sold 42,682 units. MINI has sold 6,431 units in the same period. BMW Motorrad has sold 27,742 motorcycles in the entire region, setting a sales record. BMW is the best-selling Premium brand in Brazil, Mexico and Importer Markets. BMW Motorrad has achieved record sales and today has 3 of its 15 major global markets in Latin America: Brazil, Mexico, and Importer Markets. BMW Group's Technology Openess Approach is ideal for a gradual transition to electromobility, offering customers a range of options including battery-electric, plug-in hybrid, or combustion engine powertrains. Over 20% of BMW Group's sales in Latin America come from electric or plug-in hybrid vehicles. The BMW Group has delivered around 80,000 personal or corporate charging equipment in the region.

The Group has 5,000 employees in the Latin American region. Its sales offices are located in Argentina, Brazil and Mexico (where the regional office is located). The BMW Group production Plants in the region are located in Brazil and Mexico. Brazil has two plants, one located in Araquari -Santa Catarina, focused on **cars'** production, where the production of the BMW X5 PHEV began in 2024; the other plant in Manaus, Amazonas, which is the first facility to manufacture motorcycles outside of Germany. In Mexico, the investment of one billion dollars for the construction and operation of a BMW Group Plant in San Luis Potosí was announced in July 2014. This production site began operations in 2019 with the production of the BMW 3 Series; in 2021, the expansion of its operation was announced to include the manufacture of the BMW 2 Series Coupé and in 2022 the BMW M2, both exported worldwide. In 2027, the BMW San Luis Potosí Plant will incorporate the production of electric vehicles and batteries with an investment of 800 million dollars.

As additional information, Brazil has an Engineering team to support global developments, in addition to the challenges in the region, and a customer support organization that offers attention to consumers.

Data updated as of January 2025 referring to the end of the year 2024.

For more information please contact:

Corporate Communications - BMW Group Latin America

Joao Veloso

[joao.veloso@bmw.com.mx](mailto:joao.veloso@bmw.com.mx)

Juan Bernardo Vázquez Mellado

[bernardo.vazquezmellado@bmw.com.mx](mailto:bernardo.vazquezmellado@bmw.com.mx)

Julían Argüelles

[julian.arguelles@bmw.com.mx](mailto:julian.arguelles@bmw.com.mx)

Erika Ferrer

[erika.ferrer@bmw.com.mx](mailto:erika.ferrer@bmw.com.mx)

Corporate Communications – BMW Group San Luis Potosi Plant (Mexico)

Elizabeth Arreguin

[elizabeth.arreguin@bmw.com.mx](mailto:elizabeth.arreguin@bmw.com.mx)

Miroslava Reyes

[miroslava.rivas@bmw.com.mx](mailto:miroslava.rivas@bmw.com.mx)

Corporate Communications – BMW Group Argentina

Gonzalo Di Gregorio

[gonzalo.di-gregorio@partner.bmw.com.ar](mailto:gonzalo.di-gregorio@partner.bmw.com.ar)

Corporate Communications – BMW Group Brazil

Fabiano Severo

[fabiano.severo@bmw.com.br](mailto:fabiano.severo@bmw.com.br)

Paula Cichini

[paula.cichini@bmw.com.br](mailto:paula.cichini@bmw.com.br)

Regional Public Relations Agency – INK PR

INK PR Team - BMW Group Latin America

[BMWGroupLatAm@inkpr.com.mx](mailto:BMWGroupLatAm@inkpr.com.mx)

San Luis Potosi Plant (Mexico) – Public Relations Agency JeffreyGroup

INK PR Team - BMW Group SLP Plant

[plantabmwslp@inkpr.com.mx](mailto:plantabmwslp@inkpr.com.mx)

BMW Group Brazil – Public Relations Agency JeffreyGroup

JeffreyGroup Team - BMW Group Brazil

[grupobmw@jeffreygroup.com](mailto:grupobmw@jeffreygroup.com)

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[www.press.bmwgroup.com/mx.html](http://www.press.bmwgroup.com/mx.html)

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