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The New MINI Cooper 5 Door.

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A few months after the launch of the new MINI Cooper 3 Door, the five-door Cooper is now joining the new MINI family. The MINI Cooper 5 Door is characterised by the brand's typical driving fun, extended space, and distinctive functionality. These make the five-seater an exceptional phenomenon in its segment, together with its unique design - a combination of tradition and modern, purist styling - and innovative assistance systems.

The body dimensions are almost identical to those of its predecessor and underline the basic idea behind every MINI: To create as much space as possible on a small footprint. In the case of the MINI Cooper 5 Door, this means an interior that offers enough space for five passengers. All of which benefits the occupants in terms of comfort and space. Short overhangs, clear surfaces and expressive accents also give the new MINI Cooper 5 Door its unmistakable charisma. Inside, digital innovations and an immersive user experience take the MINI DNA to a new level.

The larger body version of the purist MINI Cooper also delivers the brand's hallmark driving fun and agile handling. There is a choice of two efficient petrol engines which, combined with the modern chassis and precise steering, deliver the hallmark MINI go-kart feeling.

The three-cylinder petrol engine of the MINI Cooper 5 Door C generates 156 hp. The MINI Cooper 5 Door S is powered by a four-cylinder petrol engine with 204 hp. Hallmark MINI steering and powerful brakes ensure a high level of driving fun, safety, and comfort. Compact dimensions, short overhangs, and a small turning circle make the MINI Cooper 5 Door a versatile model for the city.

The new MINI design style.

The new MINI Cooper is characterised by "Charismatic Simplicity". The design language of the current MINI family presents the traditional values of the brand with a striking clarity. The authentic design language of the new models combines advanced technology with elementary principles of vehicle design and brand origins.

The exterior.

The new MINI Cooper 5 Door is an original MINI with a high recognition value. Short overhangs, a small bonnet, a long wheelbase, and large wheels - the proportions of the MINI Cooper 5 Door reflect its urban character. Thanks to its compact silhouette, the model is easy and comfortable to manoeuvre even in tight spaces - with plenty of room for all passengers. The visual tripartite division into a clearly designed body, a wraparound window area and a stepped roof makes it instantly recognisable. The new generation also features the iconic MINI round headlights. The MINI Cooper interacts with the driver using a specially orchestrated welcome and goodbye animation even before the journey begins.

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The interior.

The interior of the new MINI Cooper 5 Door also features the brand's typical combination of new elements, technical innovations, and references to the brand's history. The new MINI Cooper 5 Door's front-end design reduces to the essentials, evoking the purist design of the classic Mini. Legendary inventor Alec Issigonis designed an interior for the first model with a round instrument in the centre and the characteristic toggle switch strip below. These two elements also structure the cockpit in the MINI Cooper 5 Door. The interior's minimalist design employs fewer, cleverly designed, and high-quality manufactured components. Behind the steering wheel, the optional, slim, combined head-up display ensures that all relevant content appears in the driver's field of vision. Just like the iconic centre console, the rocker switch strip with its toggle switches is as legendary as the MINI itself - and yet it has been carefully updated time and again. In the latest version, the parking brake, gear selector, start/stop button, Experience Mode, and volume control are all at your fingertips.

Innovative materials characterise the feel-good atmosphere in the interior of the MINI Cooper. A specially developed knitting process is used to create the versatile, easy-care structure of the textile in two-colour design made of recycled polyester. The textile surfaces extend across the curved dashboard and into the door panels. The air vents feature an especially flat design. The horizontal arrangement of the air vents ensures an even flow of air in the cockpit. The direction of the vents can be easily adjusted.

Four trims with individual equipment options.

The new MINI Cooper 5 Door is available in eleven expressive body colours. For the roof, there is a choice of three contrasting colours, the car colour and the characteristic multi-tone roof with a gradual colour gradient. The different colour tones highlight different features of the car and showcase the new MINI design language in a variety of ways. Minimalist design is shown in the MINI Cooper 5 Door's available trims and used material, which include eco-friendly knitted recycled polyester surfaces.

The car can be personalised with four different trims:

- The Essential Trim, which comes as standard, emphasises the minimalist overall appearance and highlights certain functional parts such as the logo in Vibrant Silver. It includes black sport seats with patterned multi-tone fabric, as well as a matching fabric strip on the dashboard. A new accent colour, Vibrant Silver, is used to highlight certain interior and exterior functional elements.
- Starting with the Classic Trim, the roof is available in black or white, as is the Multitone roof with its unique colour gradient. The contrast with the body colour gives the MINI Cooper a particularly expressive look. The standard two-spoke steering wheel is replaced by a three-spoke version with a textile band at the six o'clock position. A 2D knitted fabric in grey and black on the dashboard and doors contrasts with the imitation leather seats.
- In the Favoured Trim version, the front radiator grille frame and certain design elements are finished in Vibrant Silver, further enhancing the individuality of the MINI Cooper. A two-tone houndstooth pattern on the knitted dashboard is particularly expressive. The perforated Vescin sports seats are available in two colours with traditional accent stitching.

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- The JCW Trim emphasises the sporty side of the MINI Cooper 5 Door. Exclusive design features such as the striking front and rear diffusers, radiator grille surround and high-gloss black JCW logo allude to MINI's motorsport heritage. Chili Red is available exclusively for the contrasting roof. JCW Trim is a sporty interpretation of the new material concept. Combined with multi-coloured knitted fabric and black imitation leather with red stitching, the colour scheme echoes that of the dashboard and door trims.

The MINI Experience Modes.

The seven MINI Experience Modes can be selected according to mood and personal preference and characterise the atmosphere in the interior. Using the MINI Projector on the rear of the OLED display, they transform the dashboard into matching worlds of colour and pattern. The interplay of projection, ambient lighting, and the MINI Interaction Unit creates a unique, immersive experience that extends into the door trim. This opens new possibilities for individualisation. In Personal Mode, for example, a personalised image can be selected as the display background via the MINI App. Each mode has its own customised backgrounds. For instance, the signature charcoal grey and red of John Cooper Works dominate the display and interior in Go-Kart mode.

Digital services. "Hey MINI" - the new MINI Intelligent Personal Assistant and the new MINI Operating System 9.

In the new MINI Cooper, numerous functions can be controlled using the brand's first fully-fledged voice assistant. The MINI Intelligent Personal Assistant can be activated with the greeting "Hey MINI" or else by using the push-to-talk steering wheel button. Voice-controlled interaction takes place on the circular OLED display in the form of an animation of graphic elements, typography, and an avatar. Users can choose between the visualisation of "MINI" - a stylised representation of a MINI - and the virtual travel partner "Spike". The driver can easily control navigation, telephone, entertainment, and numerous vehicle functions by voice. The MINI Intelligent Personal Assistant continuously learns from repeated routes. Drawing on geo-based data, for example, the vehicle can learn to automatically open the window when entering a car park. This makes everyday life much more convenient.

The MINI user interface combines functional and emotional elements. The MINI Operating System 9 is an in-house development of the BMW Group. The design is reduced, creating a very modern look based on new graphics. Static and dynamic elements blend naturally into the circular shape of the MINI Interaction Unit, following a clear structure. Micro animations reinforce the intuitive interaction between the driver and the central instrument, thereby underlining the digital character of the new MINI family. Favourite functions such as navigation destinations or radio stations can be stored in the tool belt for quick access. The upper part of the screen is reserved for driving-related content, such as speed and important vehicle status information. The optional head-up display presents the most important information in the driver's line of sight.

In conjunction with the MINI Connected Package, the full MINI Navigation Package supports the driver during the journey with realistic 3D visualisation of turn situations, a display of the current traffic situation even when the route guidance system is not activated and much more.

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New driver assistance systems make day-to-day life easier.

The new Parking Assistant Plus makes the parking process even easier. Thanks to 12 ultrasonic sensors and four surround-view cameras, the vehicle can identify possible parking spaces more clearly and can even independently initiate space-restricted parking manoeuvres.

With MINI Digital Key Plus, the smartphone becomes the key and opens the car automatically. The welcome projection of the front and rear lights begins as soon as the driver is less than three metres away; the doors are unlocked when the driver is at less than one and a half metres away from the car. The digital key is transferable to different users, thereby facilitating car sharing in that it is no longer necessary to hand over a conventional vehicle key to the other person.

The new MINI Cooper 5 Door with petrol engine.

The new MINI Cooper 5 Door is available with a choice of two efficient petrol engines. Within the new model family, MINI refers to the performance levels with the designations C and S. The entry-level model is the MINI Cooper C with a 156 hp three-cylinder engine with 230 Nm of torque. This enables the vehicle to accelerate from a standstill to 100 km/h in 8.0 seconds and reach a top speed of 225 km/h. The MINI Cooper S has a 204 hp four-cylinder engine with a maximum torque of 300 Nm. It accelerates from 0 to 100 km/h in 6.8 seconds and has a top speed of 242 km/h.

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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 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.

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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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