



MINI CORPORATE COMMUNICATION

Media information

05 May 2021

VERSATILE, STYLISH AND SUSTAINABLE ON TOUR: THE MINI ELECTRIC WITH MINI GENUINE ACCESSORIES.



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With optional roof rails and a wide range of retrofit products for the exterior and interior, the first purely electrically powered model from the British premium brand also becomes the perfect companion for active leisure activities and excursions into nature.

Munich. The temperatures are rising and with them the anticipation of outdoor activities and excursions into nature. The model-specific railing and roof rack systems from the MINI Genuine Accessories range create ideal conditions for leaving the limits of urban mobility behind and combining driving pleasure with active leisure activities. The MINI Cooper SE (combined power consumption: 17.6 - 15.2 kWh/100 km according to WLTP, 16.9 - 14.9 kWh/100 km according to NEDC) is a particularly sustainable escape from everyday life. As the only purely electrically driven model in its competitive environment, it can also be optionally equipped with roof rails.

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This means that nothing stands in the way of locally emission-free transport of roof boxes, bicycles or other sports and leisure utensils.



With a range of 203 to 234 kilometres determined in the WLTP test cycle, the MINI Cooper SE is ideally equipped to explore new routes away from the urban jungle. And when it comes to versatility and transport capacities, the first purely electrically powered model from the British premium brand is in no way inferior to the conventionally powered variants of the MINI 3-door. With all four seats utilised, its luggage compartment volume is also 211 litres. And after folding down the rear seat backrest, which can be divided in a 60 : 40 ratio, the storage space increases to 731 litres, just like in a MINI 3-door with an internal combustion engine. And that's not all: the railing and roof rack systems from the MINI Genuine Accessories range turn the electrified model into a versatile transport talent in no time at all.

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The conditions for this are created by the roof rails in matt black, which are available directly from production site. On the roof of the MINI Cooper SE, it forms the stable basis for various fastening and transport systems, which are available in the MINI Genuine Accessories range for both the MINI Cooper SE and the conventionally powered MINI 3-door and MINI 5-door models. For example, the railing rack available there as a retrofit product enables the MINI roof box to be locked in place comfortably and securely. With a tare weight of 13 kilograms, it offers a capacity of 320 litres. This provides sufficient space for sports clothing, bicycle helmets or even camping and picnic equipment. Even skis can be stored in the roof box, which is around 1.90 metres long. The all-black box has embossed stripes and MINI lettering. It is lockable and can be opened on both sides.

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Because the brand's typical principle of creative use of space also applies to the roof of the MINI Cooper SE, there is even room for a bicycle next to the roof box. With the touring bike holder, which is also available in the MINI Genuine Accessories range, two-wheelers of different types and sizes can be mounted upright and securely on the railing carrier. The holder made of high-strength aluminum fixes the bike with a lockable clamping system and two tension straps. In addition, the range includes other transport solutions such as ski racks and an aluminum luggage basket, which are also compatible with the railing carrier.



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The MINI Cooper SE becomes the ideal companion for a short trip or weekend excursion with the model-specific Travel & Comfort System. It consists of a basic carrier that can be firmly mounted between the headrest rails of the driver's or front passenger's seat. Various system attachments can be quickly and conveniently slipped on and snapped into place. For example, holders for tablets or hangers and universal hooks for bags can be securely attached to the backrests of the front seats.



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In addition, a folding table that can be used as a work or storage surface can be attached to the basic support of the Travel & Comfort System. It can be adjusted in height and inclination as needed and is held securely on the backrest of the seat. Another clever detail of the folding table is the foldable cup holder. An ideal solution in the fight against impatience and boredom in the rear of the MINI Cooper SE is the universal holder for tablets with a screen diameter of between seven and eleven inches. It ensures that the tablet is securely fastened in an ergonomically optimal position, making it easy to start an individual entertainment programme for the passengers in the rear seats on longer trips beyond the city limits.



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Fuel consumption, CO₂ 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 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 CO₂ 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 can be found.

For further details of the official fuel consumption figures and official specific CO₂ emissions of new cars, please refer to the "Manual on the fuel consumption, CO₂ emissions and power consumption of new cars", available at sales outlets, from Deutsche Automobil Treuhand GmbH (DAT), Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Schramhausen 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 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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