



# MINI CORPORATE COMMUNICATION

Media information

07 July 2021

## Three colours, three roofs, endless individualisation: the MINI Multitone Roof.



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**New design feature, unique in the competitive environment, is offered for the MINI 3-door, the MINI 5-door and the MINI Clubman.**

**Innovative painting process at the MINI plant in Oxford enables a three-colour design of the roof, which sets visual accents in the typical style of the British premium brand.**

**Munich.** MINI has a long tradition of colour diversity. A contrasting paint finish for the roof once helped the classic Mini to achieve a particularly expressive appearance and has continued to set attractive visual accents in various colour tones since the launch of the modern MINI 20 years ago. With the exclusive Multitone Roof, the individualisation of the MINI exterior achievable by means of paintwork now reaches a whole new dimension. For the first time, an innovative wet-on-wet painting process is being used at the MINI plant in Oxford, UK, to create a three-colour design for the vehicle roof.

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The pioneer for the innovative form of roof design is the MINI Cooper SE (power consumption combined: 17.6 - 15.2 kWh/100 km according to WLTP, 16.9 - 14.9 kWh/100 km according to NEDC). For the first time, the Multitone Roof was offered as part of the MINI Electric Collection for the British premium brand's all-electric model, which was presented alongside the world premiere of the latest new edition of MINI's small car models. In the meantime, the Multitone Roof, which is unique worldwide in the mass production of automobiles, is available as an optional extra for both the premium small cars MINI 3-door and MINI 5-door as well as for the MINI Clubman, which is successful in the premium compact segment.



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The visual highlight of the new design feature is the flowing gradient between the three colour tones selected for the Multitone Roof. From the dark San Marino Blue in the front section of the vehicle's roof, the colour scheme gently transitions to the lighter shade of Pearly Aqua, then just as smoothly to Jet Black in the rear section. The unique aesthetic created by this colour gradient is also easily recognisable in conjunction with the optional panoramic glass roof as well as the optional roof rails. The colour scheme of the Multitone Roof forms an interplay that is as appealing as it is harmonious with almost all the body paint finishes available for the MINI 3-door, the MINI 5-door and the MINI Clubman.

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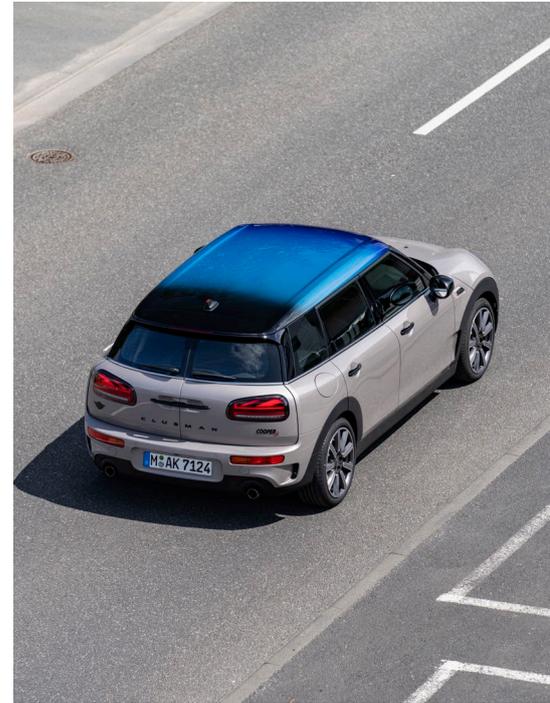
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It is therefore available in combination with all exterior colours with the exception of the Chili Red uni and British Racing Green metallic variants as well as the Indian Summer Red metallic available for the MINI Clubman.

With the contrasting paint for the roof, the characteristic three-part division of the MINI body is emphasised particularly intensively. The horizontal structure of vehicle body, glass passenger cell and roof is a design principle typical of the brand. The design of the roof becomes an expression of personal style. Depending on the model variant, contrasting paint finishes in white, black and silver are offered as optional equipment ex works. A red-painted roof is also available for the John Cooper Works models. In addition, the MINI Original Accessories range includes roof decors in various designs - from the Union Jack to the Checkered Flag design - for retrofitting.

The expansion of the range of contrasting paint finishes to include the Multitone Roof is made possible by the introduction of a new type of painting technique at the British MINI plant in Oxford. There, the light colour Pearly Aqua is first applied to the roof of the correspondingly configured vehicles. In further steps, San Marino Blue is applied to the front of the roof and Jet Black to the rear, creating the flowing colour gradients characteristic of the Multitone Roof. The innovative painting process is fully integrated into the automated production process at the MINI plant in Oxford. Nevertheless, slight deviations in the colour pattern occur due to changing environmental conditions, so that each MINI with a Multitone Roof is already given the character of a unique specimen by the painting process at the factory.



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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 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-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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