



# MINI CORPORATE COMMUNICATIONS

Media information

26 August 2023

**Happy Birthday.  
Electric mobility in MINI style.**



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**The MINI brand, which has been the epitome of inspiring mobility in urban environments for 64 years, combines locally emission-free driving in urban traffic with a unique emotional experience.**

**Munich.** Exactly 64 years ago, on August 26, 1959, the first classic Mini was presented. Plenty of interior space with the smallest possible external dimensions, room for four occupants, impeccable driving characteristics, low fuel consumption and an affordable price - these were the specifications followed by the creator of the Mini, designer Sir Alec Issigonis.

Since the brand's relaunch with the market introduction of the New MINI in 2001, the principle that was valid 64 years ago has been confirmed: A superior concept convinces in many ways. This is still true today for the MINI 3-door, MINI 5-door and MINI Convertible small cars, for the MINI Clubman and the MINI Countryman in the premium compact segment. They all display individual strengths and each has its own unique character, but at their core they are above all one thing: a MINI.

In 2008, for the first time at MINI, the motto is: Full driving pleasure, zero emissions. With the MINI E, the BMW Group set a milestone on the road to

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mobility independent of fossil fuels. A total of more than 500 units of the all-electric MINI were handed over to selected customers in a pilot test.

Since 2017, the MINI Cooper SE Countryman ALL4 (fuel consumption combined: 2.0 - 1.7 l/100 km; electricity consumption combined: 14.0 - 13.1 kWh/100 km; CO2 emissions combined: 45 - 40 g/km) has been the first MINI model in which a plug-in hybrid drive system opens up the possibility of purely electric and thus locally emission-free mobility and delights with sporty agility and superior versatility. The plug-in hybrid system of the robust all-rounder consists of a three-cylinder gasoline engine with MINI TwinPower Turbo technology, which directs its power to the front wheels, and an electric drive acting on the rear wheels. Together they generate a system output of 162 kW/220 hp.

With the MINI Cooper SE (power consumption combined: 17.6 - 15.4 kWh/100 km according to WLTP; CO2 emissions combined: 0 g/km), which will be launched in 2019, MINI is once again providing groundbreaking impetus for urban

mobility. The spontaneous power delivery of the 135 kW/184 hp electric motor, the model-specific chassis tuning and the low center of gravity of the vehicle help the MINI Cooper SE achieve the agility typical of the brand. The lithium-ion high-voltage battery positioned low in the vehicle floor enables a range of 203 to 234 kilometers determined in the WLTP test cycle.



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The MINI Cooper SE Convertible (power consumption combined: 17.2 kWh/100 km according to WLTP; CO2 emissions combined: 0 g/km) is the world's first locally emission-free premium convertible in the small car segment. The electric drive system accelerates the MINI Cooper SE Convertible smoothly from standstill to 100 km/h in 7.3 seconds. With a range of 201 kilometers determined in the WLTP test cycle, open-air excursions are possible well beyond city limits. It shortens the transition to the all-electric, digital and distinctive next-generation model family.

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MINI is consistently pursuing the path to an all-electric model range. The first two members of the new MINI family will be unveiled at the IAA (International Motor Show) in Munich (September 5-10, 2023). And so, on its 64th anniversary, MINI is gifting itself with a bright future.

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 German automotive market. 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. For vehicles newly type-approved since 01.01.2021, the official specifications exist only according to WLTP. In addition, according to EU Regulation 2022/195, the NEDC values will no longer be included in the EC certificates of conformity as of 01.01.2023.

All figures have already been calculated based on the new WLTP test cycle. NEDC figures listed have been adjusted to the NEDC measurement method where applicable. WLTP values are used as a basis for the assessment of taxes and other vehicle-related duties which 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).

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 free of charge, 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 over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2022, the BMW Group sold nearly 2.4 million passenger vehicles and more than 202,000 motorcycles worldwide. The profit before tax in the financial year 2022 was € 23.5 billion on revenues amounting to € 142.6 billion. As of 31 December 2022, the BMW Group had a workforce of 149,475 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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