

MINI CORPORATE COMMUNICATIONS

Media information
25 September 2023

MINI Countryman E in New York.



As part of Climate Week NYC, URBAN-X hosted a panel discussion on the topic of transforming urban mobility. Special Guest: the new all-electric MINI Countryman.

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New York. Just a few days after its world premiere at the IAA Mobility 2023, the new all-electric MINI Countryman made its debut in New York. The occasion was the panel "Driving Forward: The Transforming of Future Mobility", which was organised by URBAN-X, the startup accelerator founded by MINI, as part of Climate Week NYC.

At the event, the all-electric MINI Countryman made its North American debut. The new MINI Countryman E enables locally emission-free electric mobility with driving pleasure typical of the brand. More space in the interior and the increased electric range of up to 462 km* invite you to go on excursions beyond the city limits. It combines a distinctive design, advanced drive technology and an immersive digital experience.

Company
Bayerische
Motoren Werke
Aktiengesellschaft

Postal address
BMW AG
80788 Munich

Phone
+49-89-382-0

Internet
www.bmwgroup.com

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The new MINI Countryman Electric is an important step for MINI on the way to becoming an all-electric brand by 2030, combining locally emission-free electromobility with the greatest possible environmental compatibility, including in production. This includes surfaces in the interior made of recycled polyester as well as the production of the light alloy cast wheels from up to 70 percent secondary aluminium.

At the panel discussion "Driving Forward: The Transforming of Future Mobility", representatives from the start-up world, the automotive industry and urban planning discussed current challenges and possible solutions to transform urban mobility in the future.

URBAN-X was founded by MINI in 2016. Since then, more than 70 startups from different countries have already participated. At the beginning of September, the 13th cohort started with another six urbantech startups dedicated to developing solutions for climate protection.

* The specified technical data are provisional.

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 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 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.

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 free of charge, from Deutsche Automobil Treuhand GmbH (DAT), Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen and at <https://www.dat.de/co2/>.

In case of queries, please contact:

Corporate Communications

Franziska Liebert, Communications MINI

Phone: +49-151-601-28030

E-mail: franziska.liebert@mini.com

Andreas Lampka, Head of Communications MINI

Phone: +49-175-4381050

E-mail: andreas.lampka@mini.com



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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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