



# MINI CORPORATE COMMUNICATIONS

Media Information

14 February 2024

## The new MINI Cooper E in Classic Trim: Electrical, efficient, emotional.



Even the all-electric entry-level MINI model impresses with its efficient electric drive and brand-typical driving dynamics. Comfortable space in the interior and a small turning circle make the new MINI Cooper E the perfect companion in everyday life.

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**Munich.** The fully electric MINI Cooper combines a modern, ecological drive with brand-typical driving pleasure. Like the entire new MINI model family, the MINI Cooper E is also available in four redesigned vehicle trims. The Classic Trim offers expressive body colors and contrasting roof finishes. The puristic design of the iconic MINI three-door model is particularly expressive in Sunny Side Yellow, with a contrasting roof and mirror caps in white.

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In this trim level, the surfaces of the cockpit are covered with two-tone black and blue knit material. This creates a stylish contrast to the high-quality synthetic leather seats made of Vescin. They are available in gray or black with a perforated houndstooth pattern.

“With the new all-electric MINI Cooper E, we are offering a great entry-level option into the new MINI family. Its 184 hp guarantees exciting agility and exciting acceleration without any sacrifices.” says Stefanie Wurst, head of MINI.

### **Emotional driving pleasure and fast charging.**

The direct handling of the sporty steering wheel brings maximum emotions to the cockpit. An increased track width and a longer wheelbase optimize dynamics in demanding driving situations. The brand-typical go-kart feeling is maximized by the direct power delivery of the electric motor.

With an energy content of 40.7 kWh, the MINI Cooper E battery (combined power consumption: 14.3-13.8 kWh/100 km in accordance with WLTP; combined CO<sub>2</sub> emissions: 0 g/km) achieves a range of 305 kilometers in the WLTP test cycle.

On the road, 28 minutes of charging with a DC output of up to 75 kW is enough to charge the MINI Cooper E battery from 10 to 80 percent.

The 135 kW/184 hp electric drive can access the maximum torque of 290 Nm at any time. As a result, the vehicle accelerates from 0 to 100 km/h in 7.3 seconds.

### **Distinctive exterior with an urban orientation.**

Typical MINI proportions shape the vehicle's silhouette. The compact dimensions make handling easier as well as the search for a parking space.

At the front, the MINI round headlights and the octagonal front grille form the characteristic MINI face. With unique light signatures, the LED headlights accentuate the distinctive appearance of the MINI Cooper E. Various, aerodynamically optimized designs are available for rim sizes ranging from 16 to 18 inches.



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## **More comfort and safety in city traffic.**

Active Cruise Control automatically controls the distance to the vehicle in front and continuously monitors the road. In this way, potentially dangerous situations in heavy traffic can be identified at an early stage. The Parking Assistant automatically recognizes parking spaces and takes over the automatic parking process at the push of a button.

Fuel consumption, CO2 emission figures and power consumption and range 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.

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](http://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/>.

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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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