

MINI CORPORATE COMMUNICATIONS

Media Information

22 April 2025

Ultimate Endurance Test: MINI John Cooper Works and Bulldog Racing once again take on the 24 Hours Race at the Nürburgring.



After a successful win at last year's race, MINI John Cooper Works will again participate in the 24 Hours Race at the Nürburgring in 2025 together with Bulldog Racing. An exclusive vehicle design in collaboration with the apparel and lifestyle brand Deus Ex Machina will adorn the MINI John Cooper Works on the racetrack.

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Munich. MINI John Cooper Works will compete again at this year's 53rd edition of the 24 Hours race at the Nürburgring. Last year, MINI achieved a spectacular triumph in the SP-3T class of the race with the near-production #317 MINI John Cooper Works Pro. The so-called "Green Hell" offers one of the toughest tests in motorsport with fast straights, demanding curves, and significant elevation changes. The successful cooperation with the Bulldog Racing Team will also continue this year.

MINI x DEUS: Spectacular Appearance.

At the starting line of this year's race, the MINI John Cooper Works will

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attract attention with a specially designed livery, while the Bulldog Racing Team will be exclusively dressed in the brand's new season collection. The partnership is a glimpse into something the two brands MINI x DEUS are building toward.

"Our models have always been characterised by the combination of design and dynamics. Our MINI John Cooper Works, which will compete in the 24 Hours race at the Nürburgring, takes this combination to the next level: Thanks to this collaboration with Deus Ex Machina, we are setting new, exciting impulses for MINI fans and motorsport enthusiasts. Both brands are characterised by creativity and attention to detail, which allows the creation of exclusive designs with a distinctly individual style," explains Stefan Richmann, Head of MINI.

Racing DNA meets exclusive design.

For this year's 24 Hours race at the Nürburgring, the high-performance orientation of MINI John Cooper Works is combined with the passion and craftsmanship of Deus Ex Machina. The design team has pursued a consistent black and white approach in the design of the vehicle livery. The enlarged "DEUS" logo dominates the design as a graphic element and becomes more than just a wordmark. The unconventional, playful handling of the brand presence is typical of DEUS and gives the MINI 24 Hours race car its visual identity this year. The reduced black and white color scheme ensures that additional elements such as starting numbers or team logos are harmoniously integrated into the overall image. Hand-drawn logos on windows and other surfaces underline the raw, conceptual character of the race car, making it appear like a "moving sketchbook". This is intended to suggest that the Nürburgring 24 Hours race car is just a foretaste. It is the perfect first milestone in the MINI x DEUS cooperation.

For the design of the race car livery, MINI Design collaborated with Designworks. The BMW Group subsidiary has elaborated the creative idea of DEUS in detail. "Successful brand collaborations arise when partners inspire and drive each other forward. With DEUS, MINI and Designworks, we were able to unleash a remarkable design dynamic. The DEUS livery of the MINI John Cooper Works at the 24-hour race at the Nürburgring is just the first proof of this," says Holger Hampf, Head of MINI Design.

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MINI Continues Its Racing Heritage.

With its appearance, MINI is continuing its long-standing racing heritage. The brand has been considered an underdog in motorsports from the very beginning - and yet it has written motorsport history. The 1964 Monte Carlo Rally became a shining moment for the British Outsider. With its transversely mounted front engine and front-wheel drive, the classic Mini was the epitome of a practical small car - and proved to be a successful race car thanks to the ingenious racing engineer John Cooper. The victory in the Monte Carlo Rally was not a mere whim of fate, but the result of meticulous work. This was followed by two more victories in the famous rally in 1965 and 1967. The tradition and passion for MINI's racing heritage is still palpable and tangible in the current models. The latest MINI John Cooper Works models are characterised by their aerodynamic precision and performance-oriented four-cylinder TwinPower Turbo petrol engine.

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.

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 services. The BMW Group production network comprises over 30 production sites worldwide; the company has a global sales net-work in more than 140 countries.

In 2024, the BMW Group sold over 2.45 million passenger vehicles and more than 210,000 motorcycles worldwide. The profit before tax in the financial year 2024 was € 11.0 billion on revenues amounting to € 142.4 billion. As of 31 December 2024, the BMW Group had a workforce of 159,104 employees.

The economic success of the BMW Group has always been based on long-term thinking and responsible action. Sustainability is a key element of the BMW Group's corporate strategy and covers all products from the supply chain and production to the end of their useful life.

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