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## **All-new MINI Electric Hatch First Edition charges into New Zealand**

- MINI Electric Hatch local pricing announced at \$59,900\*
- Limited launch-spec edition available in four pre-set combinations
- 135kW electric motor delivers rapid acceleration and instant throttle response
- 32.6kWh Li-ion battery providing 233-kilometre range on a single charge
- Bespoke suspension tuning and low centre of gravity provide go-kart handling
- Intuitive online order deposit process

MINI is proud to announce today the local pricing and arrival schedule for its highly-anticipated first-ever all-electric MINI.

Priced at \$59,900\*(RRP incl. GST, excl. on-road and delivery costs), a limited number of launch special "First Edition" variants will arrive in New Zealand dealerships from August 2020.

The MINI Electric Hatch is based on the striking design of the three-door ICE-powered MINI Cooper S but with exterior accents unique to MINI's first-ever EV.

Four colours are available at launch, paired with two wheel combinations to endow the car with a sporty yet futuristic look.

The MINI Electric Hatch is powered by a 32.6kWh latest-generation lithium-ion battery, producing an impressive 135kW of power that results in a 0-100km/h acceleration time of just 7.3 seconds.

Capable of a 233-kilometre drive range on a single charge, according to latest WLTP measurement standards, the MINI Electric Hatch is also perfect for metropolitan dwellers and intra-city commutes, able to achieve an 80% charge in just 35 minutes when using a 50kW DC public charger.

The MINI Electric Hatch retains MINI's famed "go-kart" driving feel by positioning powertrain components low and near the centre of the car in a T-shape, coupled with suspension tuning unique to the car for a low centre of gravity that produces sharp, responsive handling.

The MINI Electric Hatch is built in the UK at MINI Plant Oxford, the birthplace and heart of MINI production.

Interested fans can now select from four exciting specifications of the MINI Electric Hatch and make an online deposit with the MINI dealer of their choice without ever leaving the comfort of their home.

"The arrival of the MINI Electric Hatch in New Zealand heralds a new chapter for the brand - a charge into the future of electromobility without compromising the marque's core values of creativity, vibrancy and smart urbanity," said Brett Waudby, General Manager of MINI Australia and New Zealand.

“It is wonderful to see such a positive response we are getting to the car. Our dealers are extremely excited to add this model to our customer offering, which is sure to be an absolute thrill to drive,” Mr. Waudby concluded.

Key highlights of the MINI Electric Hatch include:

- Four colour choices
- 17-inch MINI Electric Power Spoke wheels paired to White Silver and Midnight Black
- 17-inch MINI Tentacle Spoke wheels paired to Chili Red and British Racing Green
- Adaptive LED Headlights
- MINI Electric Interior
- Leather Cross Punch Sports Seats with seat heating for driver and front passenger
- Head-Up Display
- Digital Dash Display
- Harman Kardon Hi-Fi Sound System

The MINI Electric Hatch includes the following technical data specifications:

- 32.6kWh Lithium Ion Battery
- 135kW / 270Nm
- 233km range
- 0-100 km/h in 7.3 seconds
- Front wheel drive

\*Recommended Retail Pricing is shown and includes GST, but excludes on-road and delivery costs. Customers are advised to contact their nearest MINI Garage for all pricing enquiries.

## **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 2019, the BMW Group sold over 2,520,000 passenger vehicles and more than 175,000 motorcycles worldwide. The profit before tax in the financial year 2018 was € 9.815 billion on revenues amounting to € 97.480 billion. As of 31 December 2018, the BMW Group had a workforce of 134,682 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.

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**For further press/media information contact:**

**Brendan Mok**

**Media Communications Manager**

BMW Group Australia

Telephone: 03 9264 4011

Mobile: 0417 588 640

E-mail: [brendan.mok@bmw.com.au](mailto:brendan.mok@bmw.com.au)