



# MINI CORPORATE COMMUNICATIONS

Media information  
21 December 2022

## As blue as the sea, as stunningly white as the beach: the MINI Convertible in the Seaside Edition.



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To mark the 30th anniversary of the sporty open-top MINI four-seater, the MINI Convertible now appears in the Seaside Edition with exclusive design and equipment features, optionally in the body colours Caribbean Aqua and Nanuq White.

**Munich.** Waves rolling gently onto the beach and the endless horizon in view – a day at the seaside offers refreshingly expansive perspectives and a feeling of freedom. In line with this, the MINI Convertible in the Seaside Edition celebrates 30 years of individual style and maximum fresh-air driving fun. To mark the anniversary of the open-top four-seater, MINI now presents the sporty classic with exclusive equipment and design features – optionally in a shimmering blue Caribbean Aqua paint finish or in the light Nanuq White bodycolor. The Seaside Edition of the MINI Convertible is available as the Cooper (combined fuel consumption: 6.4 – 5.9 l/100 km; combined CO<sub>2</sub> emissions: 145 – 135 g/km according to WLTP) and the Cooper S (combined fuel consumption: 6.9 – 6.5 l/100 km; combined CO<sub>2</sub> emissions: 157 – 148 g/km according to WLTP).

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Currently the world's only premium convertible in the small car segment and with an impressively distinctive look in traditional brand style, the

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MINI Convertible embodies individual open-air driving pleasure. In the MINI Cooper S, a 2.0-litre, 131 kW/178 hp 4-cylinder power unit with MINI TwinPower Turbo Technology enables acceleration from a standstill to 100 km/h in 7.2 seconds. The MINI Cooper also provides typical MINI go-kart feeling, featuring a 3-cylinder petrol engine with an output of 100 kW/136 hp. The black, electrically operated soft top takes things at a more leisurely pace: it can be opened or closed automatically up to 30 km/h.



From February 2023, the limited Seaside Edition of the MINI Convertible will accentuate this stylish model's hallmark features with an edition-specific design in the exterior and interior. Double decorative stripes in white run from the side doors to the rear of the vehicle, and the exclusive exterior design is rounded off

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with a unique graphic on the front apron, where a stylised 30 once again refers to the model's anniversary.

This contrasts elegantly with the maritime-inspired paint finish Caribbean Aqua, emphasising the sporty character of the open-top four-seater. In the Nanuq White finish, the consistently light-coloured bodywork has a particularly elegant appeal: here the MINI Convertible is reminiscent of spotted clouds against a deep-blue summer sky.

The side scuttles with the edition's discreet "Seaside" lettering pick up on the 30th model anniversary with graphically designed numerals in light



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and dark blue. The round birthday is also celebrated with exclusive “Seaside” lettering in sporty orange on the rear. Meanwhile the 18-inch alloy wheels in Pulse Spoke design are reminiscent of pulsating waves in the water. By contrast, the specific wheel caps stand still: here, the number of the anniversary appears once more. A weight behind them ensures a perfect appearance at all times.

Even as you enter the vehicle, the trim strips on the vehicle doors in edition design with two white stripes and Seaside lettering convey the exclusive aura of the interior. The Carbon Black leather seats with comfortable knee rolls and armrests in the doors offer comfort as well as harmonising perfectly with the two exterior finishes Caribbean Aqua and Nanuq White when the soft top is open.



The decorative trim strips on the front dashboards also appear in edition-specific design: both the printed pattern and the lettering bring the round anniversary to mind once again. This pattern also appears on the floor mats in the form of a graphic badge. The lower spoke of the sports leather steering wheel features the eponymous “Seaside” lettering

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of the new MINI Edition. The vehicle key featuring the edition-specific graphic wave pattern in iridescent blue tones picks up on both the open atmosphere and the pure elegance of the sea, enabling the owner to take a piece of this exclusive edition home with them. The integrated “Seaside” lettering underlines the model’s unique flair – definitely ruling out any potential key mix-ups.

For the driver, the latest generation of the MINI operating system optimises quick and intuitive control of the vehicle functions, audio



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programme, communication, navigation and apps, while newly compiled equipment packages enable specific individual preferences to be fulfilled in terms of driver assistance and connectivity.

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.

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 2021, the BMW Group sold over 2.5 million passenger vehicles and more than 194,000 motorcycles worldwide. The profit before tax in the financial year 2020 was € 5.222 billion on revenues amounting to € 98.990 billion. As of 31 December 2020, the BMW Group had a workforce of 120,726 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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