



# MINI CORPORATE COMMUNICATIONS

Media Information  
24 September 2024

## Innovative In-Car Gaming and traditional driving fun: the MINI Cooper C.



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The MINI Cooper C impresses with irresistible charm and distinctive charisma. In its latest version, it features sleek lines, tidy surfaces, balanced proportions and now also innovative in-car gaming. The interior user experience has been expanded, allowing occupants to actively experience Mattel's classic card game UNO™ in the car with the UNO® Car Party!.

**Munich, Germany.** With compact proportions and an efficient three-cylinder gasoline engine, the MINI Cooper C brings a dynamic go-kart feeling to the road. The modern design with clear body surfaces and distinctive front grille transfers the brand's tradition into the present day. The minimalistic interior design combines clear forms with generous space and a new central instrument.

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## **In-Car Gaming makes it possible:**

### **Increased digital experience with new gaming fun.**

The round central instrument with OLED display combines all vehicle information and, in addition to innovative assistance systems for navigation and vehicle control, includes convenient operating functions for the driver and all occupants. In addition, the OLED display in all models of the new MINI family offers another digital innovation. Mattel, Inc., AirConsole, and

MINI have added in-car gaming in the new MINI Family with UNO, the world's #1 traditional games property. Following the success of the previous BMW integration, stationary drivers can connect any passenger to UNO Car Party! via the infotainment system, using their personal devices for up to four players. UNO's simple, universal gameplay, transcending languages and cultures, brings people together in a new entertainment experience in the car. Vehicles must be in park to enable gameplay. After the exciting pit stop game, it's back on the road in the new MINI Cooper C — agile, aerodynamically optimised and effective.

The four trim variants Essential, Classic, Favoured and JCW added the individual look of the MINI Cooper C with a wide range of equipment options. For varied contrasts, the exterior colors can be combined with one of four roof colors and thus provide opportunities for individual characteristics.

### **The MINI Cooper C: Efficient drive and safe comfort.**

The 115 kW/156 hp three-cylinder engine of the MINI Cooper C (combined fuel consumption: 6.2 l/100 km; combined CO2 emissions: 140 g/km in accordance with WLTP) achieves a torque of 230 Nm and accelerates the vehicle from standstill to 100 km/h in 7.7 seconds. The precisely coordinated suspension and damping system guarantees the British premium small car agile handling — whether in city traffic or on curved country roads. Powerful brakes and direct steering ensure safety, comfort and driving pleasure in equal measure.



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## **Numerous assistance systems for safe and comfortable driving.**

The new MINI Operating System 9 is intuitive and easy to operate. Thanks to the unique OLED display and the voice-controlled MINI Intelligent Personal Assistant, occupants have more control, connectivity and personalization than ever before. MINI Navigation helps you navigate through 3D visualization and augmented view and, in addition to

current information on traffic conditions, also provides information on free parking spaces including an integrated digital payment option and much more. Camera and radar-based assistance functions increase safety and, if required, assist with steering and lane keeping. In city traffic, stop-and-go situations can be handled confidently thanks to automatic speed and distance management.

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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. 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 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 2023, the BMW Group sold over 2.55 million passenger vehicles and more than 209,000 motorcycles worldwide. The profit before tax in the financial year 2023 was € 17.1 billion on revenues amounting to € 155.5 billion. As of 31 December 2023, the BMW Group had a workforce of 154,950 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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