

# MINI CORPORATE COMMUNICATIONS

Media Information

07 October 2024

**Voilà — MINI presents two world premieres  
at the Mondial de l'Automobile 2024 in Paris.**



At the 90th edition of the famous motor show at Porte de Versailles (October 14 - 20, 2024), the British premium brand is presenting a purely electrically powered MINI model family. The highlights are the world premieres of two fullyelectric John Cooper Works models, which are all about performance and brand-typical sportiness.

**Munich/Paris.** At the Mondial de l'Automobile 2024, MINI is presenting efficient and powerful electric mobility. From 14<sup>th</sup> to 20<sup>th</sup> of October, 2024, visitors can experience the entire range of the electric-powered model family. Starting with the world premieres of two all-electric MINI John Cooper Works models, MINI is showing with the innovative MINI

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Company  
Bayerische  
Motoren Werke  
Aktiengesellschaft  
Postal address  
BMW AG  
80788 München  
Phone  
+49-89-382-50181  
Internet  
www.bmwgroup.com

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Cooper SE, MINI Aceman SE and MINI Countryman SE ALL 4 the extensive product portfolio for all-electric mobility in Paris. Like no other metropolis with millions of inhabitants, the city focuses on the consistent restructuring of urban traffic. The three and five-door electric vehicles offer the brand-typical go-kart feeling in various dimensions and orientations.

## **Top performance, all-electric drive:**

### **The new all-electric MINI John Cooper Works models.**

With the world premiere of two purely electric vehicles, MINI John Cooper Works is transferring the brand's long racing history into the here and now with innovative power. The two models effortlessly transfer motorsport know-how from the racetrack to the road. In addition to the exclusive, sporty design and optimised aerodynamic driving characteristics for reduced energy consumption, MINI fans can look forward to the brand-typical, agile handling .

## **The all-electric MINI family:**

### **MINI Cooper SE, MINI Aceman SE, MINI Countryman SE ALL4.**

The all-electric MINI Cooper SE (combined power consumption: 14.7 - 14.1 kWh/100 km in accordance with WLTP; combined CO2 emissions: 0 g/km; CO2 class: A; range in km according to WLTP: 387 - 402) presents puristic MINI design with high recognition value.

The all-electric three-door model offers modern driving fun with MINI typical go-kart feeling and underlines the origin of the brand with four individual vehicle trims.

The first MINI Aceman SE (combined power consumption: 14.8-14.0 kWh/100 km in accordance with WLTP; combined CO2 emissions: 0 g/km; CO2 class: A; range in km according to WLTP: 382 - 405) is the new crossover model from MINI and offers five seats on four meters length. With generous space, the vehicle bridges the gap between MINI Cooper and MINI Countryman. With the MINI Countryman SE ALL4 (combined power consumption: 18.5 — 16.8 kWh/100 km in accordance with WLTP; combined CO2 emissions: 0 g/km; CO2 classes: A; range in km according to WLTP: 399 — 432) a reliable companion is available on all routes. A roomy and individually adjustable trunk, a range

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of up to 432 km and all-wheel drive complement the repertoire of the new MINI Countryman SE ALL4 optimal.

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/>.

In case of queries, please contact:

### Corporate Communications

Julian Kisch, Press Spokesperson, Product Communications MINI  
Phone: +49-89-382-38072  
E-mail: [julian.kisch@mini.com](mailto:julian.kisch@mini.com)

Micaela Sandstede, Head of Communications MINI  
Phone: +49-176-601-61611  
E-mail: [micaela.sandstede@bmw.de](mailto:micaela.sandstede@bmw.de)

The BMW Group

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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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