

MINI CORPORATE COMMUNICATIONS

Media Information

30 April 2024

High Performance in New York City: With the MINI John Cooper Works through the Big Apple.



For the MINI John Cooper Works, New York City is the perfect stage: Just like the metropolis on the US East Coast, the top performer from MINI is also characterized by energy, dynamism and urban individuality.

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New York City. In the city that never sleeps, life pulsates even when elsewhere there is already peace. Perfectly suited for the highly sporty MINI John Cooper Works (fuel consumption combined: 6.8 – 6.5 l/100km according to WLTP; CO2 emissions combined: 154 – 147 g/km; CO2-class: E).

In the vibrant center of the eight million metropolis, the top performer manages to draw glances thanks to its exclusive design accents in Chili Red and the JCW roof spoiler as well as the JCW rear diffuser in high-gloss black. Its energetic appearance and its purist design make a striking statement - even in the hectic Big Apple.

Company
Bayerische
Motoren Werke
Aktiengesellschaft

Postal address
BMW AG
80788 München

Phone
+49-89-382-50181

Internet
www.bmwgroup.com

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MINI John Cooper Works: Confident appearance.

The people in New York are considered ambitious, self-confident, restless. They are the pacesetters of the city, which has been home to the dreams of millions for decades. The unmistakable go-kart feeling of the MINI John Cooper Works makes the character of the US metropolis tangible in every second.

With its powerful 2.0-liter four-cylinder Twinpower Turbo petrol engine with 1,998 cc displacement, which delivers 231 hp (170 kW) to the road, the MINI John Cooper Works ensures maximum driving pleasure in the canyons of the city. With a maximum torque of 380 Nm, the top performance model accelerates from 0 to 100 km/h in 6.1 seconds and reaches a top speed of 250 km/h. Thanks to the seven-speed dual-clutch automatic transmission, the powerful three-door dominates the city traffic with its intense acceleration. The two standard shift paddles give the driver additional control over the performance.

The adaptive sport suspension guarantees the typical MINI driving experience. The Chili Red brake system with JCW logo ensures precise braking and optimal control - even in unpredictable driving situations in bustling cities.

MINI JCW in New York City: Stylish individualist.

The large octagonal high-gloss black front grille with the tricolor John Cooper Works logo and the MINI LED headlights with horizontal daytime running lights in the JCW signature give the front of the MINI John Cooper Works its purist character. The hood stripes, exterior mirror caps, and roof in the exclusive contrasting color Chili Red set stylish accents on the Nanuk White paint finish. The 18-inch John Cooper Works Lap Spoke 2-tone wheels complete the uncompromisingly sporty exterior design. A clearly designed cockpit with a JCW sport steering wheel, high-resolution OLED display, and the typical MINI toggle switch panel, as well as JCW sport seats in the typical red and black color scheme, create a motorsport atmosphere in the interior.

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Intelligent assistants for driving pleasure and safety.

The latest assistance systems also ensure safe and relaxed driving in the MINI John Cooper Works. Twelve ultrasonic sensors and four surround cameras assist with speed, distance, lane keeping or parking. The newly designed MINI navigation with 3D visualization and augmented view brings driver and passenger to their destination stress-free - even in the urban jungle of New York City.

MINI John Cooper Works (fuel consumption combined: 6.8 – 6.5 l/100km according to WLTP; CO₂ emissions combined: 154 – 147 g/km; CO₂-class: E).

All model variants, equipment and technical data described here refer to the German market. Consumption and emission data refer to the German Passenger Car Energy Labelling Regulation (EnVKV).

Fuel consumption, CO₂ 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 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/>.

In case of queries, please contact:

Corporate Communications

Julian Kisch, Press Spokesperson, Product Communications MINI

Phone: +49-151-601-38072

E-mail: julian.kisch@mini.com

Micaela Sandstede, Head of Communications MINI

Phone: +49-176-601-61611

E-mail: micaela.sandstede@bmw.de

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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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