



# MINI CORPORATE COMMUNICATIONS

Media Information  
25<sup>th</sup> February 2025

## MINI 1965 Victory Edition: A Motorsport Legend for the Present Day.



The iconic 1965 Monte Carlo Rally winning Mini Cooper S is being celebrated in the form of a new MINI edition. Introducing the new “MINI 1965 Victory Edition”.

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**Munich.** No other city has motorsport so deeply rooted in its history than Monte Carlo. MINI has endured tremendous success within the principality, particularly in 1965, when the legendary Mini Cooper S, driven by Timo Mäkinen and co-driver Paul Easter took victory at the 1965 Monte Carlo Rally. At the time, the car was praised for its innovative technology, elegant performance, and agility under extreme weather conditions which MINI has been able to replicate and modernize in the form of the new MINI 1965 Victory Edition. This new edition

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creates a stylish statement and maintains typical MINI craftsmanship, following the foundations laid MINI's illustrious rally history.

The MINI 1965 Victory Edition is offered across the MINI John Cooper Works, MINI John Cooper Works Electric and MINI Cooper S models.

The MINI Cooper S variant is equipped with a 2.0 litre TwinPower Turbo four-cylinder engine, which combines sporty agility with everyday usability thanks to its 204 hp (150KW) and 300 Nm maximum torque resulting a 0 to 100km/h speed of just 6.6 seconds. On the other hand, the MINI John Cooper Works has an impressive 231 hp (170KW) and a maximum torque of 380 Nm. It sprints from a standstill to 100 km/h in just 6.1 seconds. Meanwhile the MINI John Cooper Works Electric, impresses with an output up to 258 hp (190KW) and accelerates from 0 to 100 km/h in remarkable 5.9 seconds.

## **Exterior: a perfect blend of vintage and modern design.**

In homage to the legendary motorsports colors of the 1960s, the 1965



Victory Edition impresses in Chili Red exterior paintwork, which is accentuated by a white trim stripe extending from bonnet to the roof and rear, enhancing the vehicle's sportiness even further. As an exclusive trademark of the edition, a white "52" graphic adorns both sides of the vehicle – a reference to the number of the original car displayed from 1965.

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The roof is offered as a panoramic roof, or in Glaced which provides an athletic and elegant contrast to the Chili Red body. The subtle "1965"

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sticker on the C-pillar catches the eye and gracefully emphasizes the historic year of victory. The 18-inch alloy wheels in the JCW Lap Spoke 2-tone Design or the JCW Mastery Spoke black for the all-electric MINI John Cooper Works not only give the vehicle a dynamic appearance but also ensure optimum performance and safe handling on a wide variety of road surfaces. Based on rally sport, floating hubs and JCW valve painted in the specific color scheme and set additional sporty accents.

## **Interior: sportiness and comfort combined.**

On entering the vehicle, the striking door sill showcase white “1965”-writing on a red and black background immediately catch the eye and bestow the cockpit with an exclusive look. In addition, each model of the edition features a dedication on the inside of the door reflecting information about the bygone rally.



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The interior is based on the traditional JCW colour palette and the familiar JCW-Trim. Finished in aracy anthracite and red, this combination creates an elegant blend while also providing a sportive contrast to the vehicle's exterior paintwork. The edition-specific details have been carefully selected to create a harmonious overall effect. The 6 O'clock spoke of the sports steering wheel and the storage box in the center of the console feature the “1965”-lettering and thus become a subtle but impactful reference to the rich tradition of MINI motorsports history. The racing number of the victorious Cooper S from

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1965 adorns the key cap of the exclusive edition, making it a daily symbol of this historical success.

From March 2026, the MINI 1965 Victory Edition is available to be purchased in all participating markets.

In Europe, motorsports enthusiasts can look forward to the edition available from July 2026 onwards.

## **C02 Emissions & Consumptions**

MINI John Cooper Works: (WLTP combined: energy consumption 6,8-6,5l/100km; C02 emissions 154-147g/km; C02 class: E).

MINI John Cooper Works Electric: (WLTP combined: energy consumption 15,5-15,3 kwh/100km; C02 class: A).

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MINI Cooper S 3-doors: (WLTP combined: energy consumption: 6,7-6,1l/100km; CO2 Emissions 150-138g/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, 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 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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