



MINI CORPORATE COMMUNICATIONS

Media information

4 December 2019

“The E-talian Job”: Escape from everyday life the sustainable way in the new MINI Cooper SE.

MINI continues spectacular video clip series in the lead up to the market launch of the brand's first all-electric model - New short film as a fast-paced homage to the 1969 cinema classic.

Munich. Classic city traffic was yesterday, today we have urban driving fun which is soon to be electric in unmistakable MINI style. The new MINI Cooper SE (combined fuel consumption: 0.0 l/100 km; combined power consumption: 16.8 – 14.8 kWh/100 km; combined CO₂ emissions: 0 g/km) will go on the road in spring 2020. In the run-up to the market launch of the first all-electric production model in the 60-year history of the British brand, MINI is now presenting another video clip which illustrates the benefits of locally emissions-free mobility. In the short film “The Getaway Car”, which can be seen on the BMW Group social media channels, the new MINI Cooper SE proves to be the ideal escape vehicle from everyday city traffic.

The clip is set in the northern Italian metropolis of Turin - as always with the typical MINI tongue-in-cheek style. The driver of the new MINI Cooper SE escapes the nerve-racking traffic jams of rush hour traffic by making a detour through narrow side streets leading him directly to the roof of the Lingotto building in the district of the same name on the Via Nizza. The historic industrial complex was once the largest production site of an Italian automobile manufacturer - including a test track on the roof, which was laid out as a circuit and is about one kilometre long.

Today the Lingotto building houses, among other things, a shopping centre and hotels. The test track on the roof, however, remained intact even after the conversion. It is here that the new MINI Cooper SE meets a red classic Mini Cooper making its rounds on the historic track, reminiscent of a legendary scene from the 1969 movie classic “The Italian Job”.

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In the crime comedy, three classic Mini Coopers play the leading roles - alongside British actor Michael Caine - as escape vehicles after a spectacular gold theft. The highlight is a wild chase through Turin, which also leads to the roof of the Lingotto building. In the 2003 Hollywood edition, "The Italian Job" was moved to Los Angeles. Three modern MINIs were used to transport the loot, and a breathtaking escape was, of course, once again in the script.

In 2019, the coup of the gold robbers becomes "The E-talian Job". Locally emission-free and almost noiseless, the electrically powered MINI eludes the hassle of everyday traffic in order to discover the perfect place for a round of driving fun in the middle of the city of Turin. Its 135 kW/184 hp electric motor is a real thriller with its spontaneous power delivery. The high-voltage battery located deep in the underbody shifts the vehicle's centre of gravity down considerably. And the hallmark suspension set-up also contributes to the fact that electric mobility goes hand in hand with the typical MINI go-kart feeling for the first time - and not just on the roof of the famous Lingotto building.

The new MINI Cooper SE accelerates from zero to 60 km/h in 3.9 seconds and from a standstill to 100 km/h in 7.3 seconds. In addition to its agile handling characteristics, its unmistakable features include an extensive range of standard equipment, model-specific display and control elements as well as two-stage brake energy recuperation that can be configured using a toggle switch. With a range of 235 to 270 kilometres, the new MINI Cooper SE is also ideally equipped not only for sustainable urban mobility, but also for escapes from everyday life that last a little longer.

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Fuel consumption, CO₂ emission figures and power consumption were measured using the methods required according to Regulation VO (EC) 2007/715 as amended. The figures are calculated using a vehicle fitted with basic equipment in Germany, the ranges stated take into account differences in selected wheel and tyre sizes as well as the optional equipment. They may change during configuration.

The figures have already been calculated based on the new WLTP test cycle and adapted to NEDC for comparison purposes. In these vehicles, different figures than those published here may apply for the assessment of taxes and other vehicle-related duties which are (also) based on CO₂ emissions.

For further details of the official fuel consumption figures and official specific CO₂ emissions of new cars, please refer to the "Manual on fuel consumption, CO₂ emissions and power consumption of new cars", available at sales outlets, 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 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

In 2018, the BMW Group sold over 2,490,000 passenger vehicles and more than 165,000 motorcycles worldwide. The profit before tax in the financial year 2018 was € 9.815 billion on revenues amounting to € 97.480 billion. As of 31 December 2018, the BMW Group had a workforce of 134,682 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.

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