

Press release
17 November 2020

MINI VISION URBANAUT. Highlights.

General

- The MINI brand is using #NEXTGen to present, in a world exclusive, the digital Vision vehicle MINI Vision Urbanaut – a vision of space in an all-new form, offering maximum interior space and versatility on a minimal footprint.
- The Vision vehicle uses the three MINI moments – “Chill”, “Wanderlust” and “Vibe” – to showcase a wide range of usage scenarios that extend well beyond actual driving.
- The Chill moment turns the car into a kind of retreat, a haven where you can relax – or work with full concentration – during a journey. Wanderlust is the “driving moment”, in which the driver can choose to utilise automated driving functions of the MINI Vision Urbanaut or take the wheel themselves. The MINI moment Vibe puts time with other people at centre stage –, while the car opens up to a maximum.
- The exterior and interior change to reflect the MINI moment at hand and give the experience the best possible stage. An all-encompassing user experience design, sustainable materials and an all-electric drive system are additional ingredients of the overall concept.

Interior design

- The interior of the MINI Vision Urbanaut provides the ideal environment in which to go on a journey, but is also the aim of the journey. Having arrived at the chosen destination, it can change into a living room in just a few simple steps.
- When the car is stationary, the driver’s area transforms into a comfortable seating corner. The dashboard can be lowered and turn into a “daybed”. The windscreen can be opened upwards to create a kind of “Street Balcony”, which enhances interaction with the car’s surroundings and creates an even more generous spatial experience.
- The “Cosy Corner” in the rear is a quiet area of the car. A textile-covered “Loop” extends over the seat bench and features the option of LED backlighting.
- The central section of the car has an open design. It offers quick access to all seating areas but also serves as a place to sit in itself when the car is stationary. On the side of the car opposite the entry door, a small integrated table with a plant adds a finishing touch to the interior fittings.
- Intuitive, discreet user interface solutions create a minimalist, cosy spatial experience while maintaining full connectivity.

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- The familiar MINI circular instrument is placed in the table in the centre of the car. It brings information to the area where people meet and makes it visible to all.
- The MINI “Token” is the centrepiece of the MINI Vision Urbanaut’s experience worlds. It activates the three preconfigured MINI moments when placed in the table in the centre of the car.
- Other MINI moments are conceivable, such as “My MINI moment”, where the MINI Token can be programmed to provide another kind of personalised experience. Here, the user can configure their own preferred scenario of fragrance, ambient lighting, music, etc. and call it up directly at a later time.

Exterior design

- The purist mono-volume design of the MINI Vision Urbanaut maximises interior space and gives new meaning to the brand’s signature “Creative Use of Space” approach.
- The front end of the MINI Vision Urbanaut represents a clear evolution of two classic MINI design icons – the headlights and radiator grille.
- The dynamic matrix design of the headlights and rear lights displays different multi-coloured graphics to suit each individual moment – and therefore provides a new form of communication between the car and the outside world.
- The “skateboard wheels“ of the MINI Vision Urbanaut – finished in the colour Ocean Wave – represent another way in which the car communicates with its surroundings. Transparent and illuminated from the inside, they vary their appearance according to the MINI moment.
- The MINI charms in the C-pillar on the driver’s side offer reminders of places travelled, festivals or other events in the form of pins or stickers. They are presented as graphic collector’s items behind glass, as if in a display cabinet.
- One charm is dedicated to the #Next Gen platform on which the MINI Vision Urbanaut will celebrate its digital world premiere. Another has a QR code which, when scanned, shows how the analogue and digital worlds come together in the car’s exterior as well.

Digital services and sustainability

- The MINI Vision Urbanaut is opened using a smart device. In keeping with its status as a mobility option of the future, it can be accessed by anyone within a defined circle of family and friends. Playlists, audio books and podcasts to



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suit the occasion can be explored. A personal journey planner displays tips and points of interest (POI) tailored to the individual.

- The MINI Vision Urbanaut is defined by a responsible approach to resources. As well as the use of recycled materials, this also meant creating a chrome- and leather-free vehicle. The dominant material in the interior is therefore knitted textile.

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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 2019, the BMW Group sold over 2.5 million passenger vehicles and more than 175,000 motorcycles worldwide. The profit before tax in the financial year 2019 was € 7.118 billion on revenues amounting to € 104.210 billion. As of 31 December 2019, the BMW Group had a workforce of 126,016 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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