

Media Information

20 May 2024

New MINI John Cooper Works to Debut at 24 Hours of Nürburgring Ahead of its World Premiere.



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Nürburg - MINI enthusiasts and motorsport fans are eagerly awaiting the debut of the highly anticipated New MINI John Cooper Works. It is set to make its first appearance at this year's 24 Hours of Nürburgring, one of the toughest endurance races in the world, challenging drivers and teams to conquer the iconic Nürburgring-Nordschleife over a grueling, day-long battle of speed, skill, and reliability.

The new petrol-powered MINI John Cooper Works, cloaked in a bespoke camouflage designed by the MINI Design Team, pays homage to the iconic red and white color schemes used for classic Minis in motorsports in the 1960s.

Celebrating its world premiere in fall 2024, the New MINI John Cooper Works marks a significant milestone in MINI's commitment to innovation and heritage. In a bold

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move, the new MINI John Cooper Works lineup, developed to push the boundaries of speed and agility, will be available in both petrol and all-electric versions.

In a nod to Mini's historic victory of the Mini Cooper S at the 1964 Rallye Monte Carlo 60 years ago, the racecar features a distinctive "37" logo, commemorating this milestone achievement. This emblem serves as a homage to MINI's rich motorsport tradition.



The New MINI John Cooper Works #317 will be entered by the private racing team from Nürburg, Bulldog Racing, and will be competing in the SP 3T category.

Dubbed "MINI John Cooper Works PRO", the MINI Twin-Power Turbo racecar represents the perfect fusion of MINI's iconic design and reliability and Bulldog Racing's track-tested expertise.

The second entry will be the beloved black MINI John Cooper Works #474 manual transmission, which showcased its prowess by securing a podium finish at last year's 24 Hours of Nürburgring, proving its mettle against fierce competition in the VT-2 category, cementing its status as a formidable contender in endurance racing.



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As anticipation builds for its debut, MINI fans and automotive enthusiasts alike can expect an unforgettable showcase of the New MINI John Cooper Works capabilities at this year's 24 Hours of Nürburgring from June 1st to June 2nd 2024.

Fuel consumption, CO2 emission figures and power consumption and range 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.

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.

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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/>.

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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 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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