

# MINI CORPORATE COMMUNICATIONS

Media Information

14 October 2024

## Two global debuts at the 2024 Paris Motor Show: The new MINI John Cooper Works Electric and the new MINI John Cooper Works Aceman.



MINI presents two all-electric John Cooper Works models for the first time. MINI John Cooper Works takes the performance of both models to the top of the premium small car segment with an energy boost and aerodynamically optimised design. Combined with race-inspired suspension technology and extended standard equipment, the new all-electric John Cooper Works models are in top form.

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**Munich.** Just in time for the Paris Motor Show from 14 October to 20 October, MINI is presenting two new top models. Both the MINI John Cooper Works Electric with up to 190 kW / 258 hp and the MINI John Cooper Works Aceman with also up to 190 kW / 258 hp and top acceleration and top speed figures underline the claim to leadership in their vehicle class. The vehicle architecture of

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the all-electric MINI models is perfectly suited to the consistently performance-oriented characteristics of the John Cooper Works models. The MINI 3 door sprints from 0 to 100 km/h in just 5.9 seconds, while the MINI John Cooper Works Aceman reaches 100 km/h from a standing start in 6.4 seconds. Both models have a top speed of 200 km/h and a system torque of 350 Nm. The high-voltage batteries, each with an energy content of 54.2 kWh (gross), provide the MINI John Cooper Works Electric with a range of up to 371 kilometers determined in the WLTP test cycle and up to 355 kilometers for the MINI John Cooper Works Aceman.

"With the new all-electric MINI John Cooper Works models, we are bringing the legendary performance and driving dynamics of MINI into a completely new era. We are combining the tradition and character of the MINI brand with the latest technology to create a unique driving experience that will thrill our customers", says Stefan Richmann, Head of MINI.



With the development of the new fully electric models, MINI John Cooper Works is following a long racing tradition. More than six decades ago, the sports car designer John Cooper developed an extremely sporty version of the classic Mini, which quickly achieved considerable success on racetracks and rally courses. Its legendary status was cemented by three overall victories at the Monte Carlo Rally in the 1960s. Most

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recently, a prototype based on the new MINI John Cooper Works demonstrated the brand's engineering prowess by winning its class at the Nürburgring 24-hour race.

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## **Maximum performance thanks to innovative motorsport technology.**

John Cooper Works transfers successful expertise from the racetrack to the road.

In the all-electric models of the new MINI family, this includes an innovative electric boost function for impressive strong power delivery.

The driver activates the go-kart mode by pressing the boost paddle on the sport steering wheel. Additional 20 kW of electric power is then available for overtaking manoeuvres and performance-boosting acceleration. This provides unique high-acceleration driving fun.

John Cooper Works-specific suspension settings maximise the go-kart feeling and ensure agile handling. High performance, high grip tyres are standard on both models. A powerful braking system in Chili Red with white JCW logo ensures precise and safe deceleration even in demanding driving situations.



## **Emphasis on sporty design and optimised aerodynamics.**

The focus on top performance is underlined on the outside by the particularly clear design language of the fully electric MINI John Cooper Works models. The red, white and black John Cooper Works logo is reminiscent of the chequered flag in motorsport and adorns the octagonal front grille in

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high-gloss black. As a welcome projection from the exterior mirrors, the illuminated logo greets the driver even before he gets into the car.

The daytime running lights of the MINI LED headlights feature horizontal bars in JCW Signature and enhance the expressive look of the performance-enhanced model. Black side skirts, aeroblades at the level of the C-pillar and the accentuated

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rear spoiler optimise the aerodynamics. Red vertical reflectors and diffusers contrast with the black rear apron.

A contrasting roof in Chili Red or a John Cooper Works-specific multi-tone roof with a red and black gradient can be used to enhance the sporty design.

Aerodynamically optimised wheel designs are available exclusively for the all-electric MINI John Cooper Works Electric in 18-inch and in 19-inch size for the MINI John Cooper Works Aceman.

### **Racing-inspired interior.**

The purist design of the interior echoes the JCW-specific colour scheme. A black and red pattern adorns the knitted surface of the dashboard. When the ambient



lighting is switched on, the light graphics illuminate the panoramic roof as an exclusive feature. The JCW driver and front passenger seats are upholstered in black synthetic leather with multicoloured knitted fabric at the shoulders and red accent stitching.

The high-resolution OLED display with a diameter of 240 mm summarises all relevant vehicle data. The driver and

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front passenger can access air conditioning, media, phone and navigation settings via the central instrument. The new MINI Experience Modes allow the ambience in the interior to be customised.

### **Advanced assistance systems.**

Innovative assistance systems in the new, all-electric John Cooper Works models also support the driver when not driving in sporty mode. Automatic speed and distance control make driving in everyday traffic situations even more comfortable.

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On the road, the MINI Navigation package optionally provides support with 3D visualisation and Augmented View, displays the current traffic situation, provides information about parking options including digital payment options, and much more besides. Extensive assistance functions increase safety by supporting steering and lane keeping as part of the comprehensive Driving Assistant Plus package.

Parking Assistant Professional uses twelve ultrasonic sensors and four surround view cameras to detect suitable parking spaces and automatically initiate parking manoeuvres if required.

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 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, from the supply chain through production to the end of the use phase of all products.

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