



Media Information

Celebrating 60 Years of an icon: the MINI 60 Years Edition.

- MINI is kicking off its 60th anniversary year with the introduction of a limited edition model.
- Celebrating the best of MINI. Just 500 examples of this worldwide edition on sale in the UK.
- New British Racing Green exterior paint finish, black contrast roof, exclusive 17-inch light alloy wheels and a unique interior.

On 26 August 1959, British Motor Corporation (BMC) proudly revealed a car that captured the imagination of the world and revolutionised the compact car segment. Six decades later, in 2019 MINI marks the brand's 60th birthday and the extraordinary story of a British innovation that went on to achieve iconic status. To kick-start this anniversary year, MINI is introducing a limited run of 500 very special vehicles for UK customers.

Built in the UK at MINI Plant Oxford, the MINI 60 Years Edition is the first of many celebrations planned for 2019 that will champion the brand's rich heritage in Britain and its continuous dedication to innovation. Much like Alex Issigonis' first car in 1959, MINI has continued to push the boundaries whilst keeping creative use of space, driving fun, style and individualisation at its core.

The MINI 60 Years Edition

The MINI 3-door Hatch Cooper S 60 Years Edition (combined fuel consumption: 39.8 – 43.5 mpg; combined CO2 emissions: 129 - 127 g/km) will be offered exclusively with an automatic transmission in the UK, with acceleration from zero to 62 mph in just 6.7 seconds.

The exterior design features a new British Racing Green IV paint finish and piano black exterior trim, black roof and exterior mirror caps, special anniversary design bonnet stripes and model exclusive 17-inch light alloy wheels in 60 Years Spoke 2-tone. The 60 Years emblem completes the vehicle, uniquely placed on the left-hand bonnet stripe, side scuttles of the turn indicators and LED logo projection from the driver's door. Further enhancing the exterior design and sporty character, every

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model in the UK will be sold with an additional set of MINI spot lamps fitted to the front radiator grille.

The limited edition vehicle has a distinctly designed interior with model specific finishes using the 60 Years emblem, including the steering wheel and front seats. The seats are finished with MINI Yours Leather Lounge in Dark Cacao with contrast seat stitching and piping matching the new exterior paintwork– an exclusive leather for this vehicle.

Navigation Plus pack is included, providing a larger 8.8” touch display with Satellite Navigation, Apple CarPlay, Bluetooth connectivity, concierge service and wireless charging. In addition, a rear view camera, folding exterior mirrors and front and rear Park Distance Control (PDC) can be found on the vehicle, courtesy of the Comfort Plus Pack.

As with all MINI Hatch models, this unique edition vehicle features a high level of standard equipment including LED front and rear lights, intelligent emergency call, ambient lighting, automatic headlights with rain sensor and much more.

A limited run of 500 MINI 60 Years Edition vehicles will be available in the UK from March 2019 at retailers nationwide, priced at £29,990 OTR.

Ends

Fuel consumption, CO₂ emissions and power consumption are provisional, and were measured using the methods required according to Regulation (EC) 2007/715 as amended. The information is based on a vehicle with basic equipment in Germany; ranges take into account differences in wheel and tyre size selected as well as optional equipment and can change during configuration.

The information has 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 the 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 free of charge at all sales outlets, from Deutsche Automobil Treuhand GmbH (DAT), Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen and at <https://www.dat.de/co2/>.

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 30 production and assembly facilities in 14 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 2017 was € 10.655 billion on revenues amounting to € 98.678 billion. As of 31 December 2017, the BMW Group had a workforce of 129,932 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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