



Media Information

THE NEW MINI ELECTRIC: DEBUT DRIVE TO FRANKFURT MOTOR SHOW 2019.

- The MINI Electric made the drive from BMW Group headquarters, Munich, to Frankfurt for its motor show debut - with just one quick charging stop along the way.

To mark the motor show debut of the new MINI Electric¹, the brand's first all-electric powered series-production model drove the 249 mile journey from the BMW Group headquarters in Munich to the Frankfurt Motor Show, to take its place on the MINI stand.

Elena Eder, MINI Electric Project Manager, completed the journey and proved that electric mobility doesn't have to be limited to day-to-day journeys. With a battery range of up to 145 miles, the car only needed one charging stop along the way. Using a public DC fast-charger, it went from just above zero to 80 percent of range in only 35 minutes.

Eder said, "Urban mobility is certainly the greatest strength of the MINI Electric, but that doesn't mean that the fun of electric driving is only suitable for short distances. The MINI Electric can easily cope with longer journeys thanks to the option of using 50kW DC fast-charging stations, so a lunch break is all it takes to recharge."

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¹ combined fuel consumption: 0.0 l/100 km; combined power consumption: 16.8 – 14.8 kWh/100 km; combined CO2 emissions: 0 g/km

The MINI Electric will be produced at MINI Plant Oxford from November 2019, with customer deliveries starting in March 2020. It is priced from £24,400 OTR including the Plug-in Car Grant.

Visitors to the Frankfurt show, one of the biggest in Europe, will have the chance to see the full MINI line up, including the 3-door and 5-door variants of the MINI Hatch, the MINI Convertible, MINI Countryman and MINI Clubman.

The MINI Countryman Plug-In Hybrid is displayed with improved battery technology, giving it 30 percent more electric range. With the dimensions remaining the same, the latest generation high-voltage battery provide a range of up to 35 miles.

MINI's 60th anniversary celebration continues at Frankfurt Motor Show with a special 60 Years Anniversary Edition on the stand. The model shown is particularly significant as it is the 10 millionth MINI to be built since production began in 1959.

The Frankfurt Motor Show opens to the public today and is expected to welcome hundreds of thousands of car enthusiasts before it closes on 22 September.

Ends

Fuel consumption, CO2 emissions and power consumption 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/>.

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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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