



MINI celebrates racing legacy with new John Cooper Works Anniversary Edition.

- MINI John Cooper Works Anniversary Edition limited to 740 cars globally, with just 60 in the UK.
- Model based on MINI 3-Door Hatch John Cooper Works and has Rebel Green exterior body colour with white contrast accents.
- Classic Cooper Company logo and number 74 on both doors and bonnet, with signatures from three generations of Cooper family members adding exclusive touch on the inside.
- Available to order now from retailers nationwide, from £33,800 OTR.

To celebrate 60 years of collaboration with the Cooper Family, MINI today – on what would have been John Cooper’s 98th birthday – announces the John Cooper Works Anniversary Edition.

With his innovative ideas and bold engineering concepts, John Cooper recognised the sporting potential of his friend Alec Issigonis’ new car – the Mini. He initiated the construction of a small series of vehicles with larger brakes and an increased engine output from 34 to 55hp - and the Mini Cooper was born. Two years later, the more powerful Mini Cooper S followed, laying the foundations for three overall victories at the Monte Carlo Rally in 1964, 1965 and 1967.

The classic Cooper Car Company Mini Cooper started – and won - its first race on track at the Snetterton Lombank Trophy with the number 74 and to acknowledge that heritage, the MINI John Cooper Works Anniversary Edition will be limited to 740 cars globally, with just 60 models destined for the UK.

The MINI John Cooper Works Anniversary Edition is offered in the UK exclusively on the MINI 3-Door Hatch John Cooper Works, the model’s most powerful iteration: its 2.0-litre, 4-cylinder engine delivers 231hp, 0-62mph in 6.3 seconds and with a top speed of 153mph.

The new John Cooper Works Anniversary Edition is Rebel Green with contrasting white roof, door handles, mirror caps, headlight rings and bonnet stripes with a red accent line. Other features on the car include 18-inch John Cooper Works Course Spoke run-flat wheels, darkened rear glass and the classic Cooper Company logo, which can be found on door sill trims, side scuttles, C pillars and on the centre spoke of the sports leather steering wheel. Additional exterior trim highlights include a waistline finisher in Piano Black high gloss and the number 74 on both the bonnet and doors.

The interior of the model is Piano Black with Dinamica upholstery and the dashboard fascia has a special touch with signatures from three generations of the Cooper family; John Cooper, his son John Cooper and grandson Charlie Cooper. The most exclusive feature on the model is inside the driver's door frame, where an emblem with John Cooper's signature, a handwritten note of "1 of 740", and the words "60 YEARS OF MINI COOPER – THE UNEXPECTED UNDERDOG" are displayed.

As standard, the model comes with Navigation Plus Pack, which includes an 8.8-inch display, Apple Car Play, Head Up Display, wireless charging and Digital Dashboard, and Comfort Plus Pack - which includes automatic air conditioning, seat heating, comfort access, rear review camera, park assistant and front park distance control (PDC). Bluetooth hands free, intelligent emergency calling (E-Call), Connected Drive Services and MINI Connected are also included.

The Anniversary Edition is available to order now from retailers nationwide, priced from £33,800 OTR for models with a manual transmission, or £35,500 OTR with an automatic transmission. For more information visit www.mini.co.uk.

Ends

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 2020, the BMW Group sold over 2.3 million passenger vehicles and more than 169,000 motorcycles worldwide. The profit before tax in the financial year 2020 was € 5.222 billion on revenues amounting to € 98.990 billion. As of 31 December 2020, the BMW Group had a workforce of 120,726 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.

MINI UK
Media Information

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