



Media Information

Celebrating 30 Years of the Convertible: The MINI Convertible Seaside Edition.

- New Seaside Edition offered exclusively on MINI Convertible
- Cooper S specification including Caribbean Aqua exterior paint and 18" Pulse Spoke two-tone wheels
- Unique decals including Seaside rear motif, front, side scuttles, vehicle rear stickers and door sills
- Available to order at MINI retailers nationwide, priced at £34,500 OTR

To mark the 30th anniversary of the Convertible, MINI has launched a brand-new MINI Convertible Seaside Edition, including 18" Pulse Spoke two-tone wheels, edition exclusive Caribbean Aqua exterior paint and unique graphics.

The Seaside Edition is offered with a Cooper S petrol engine (*combined fuel consumption: 6.9 – 6.5 l/62 miles; combined CO₂ emissions: 157 – 148 g/km according to WLTP*), providing a 2.0-litre, 131 kW/178 hp power unit with MINI TwinPower Turbo Technology and offering acceleration from 0-62mph in just 7.2 seconds.

With first deliveries from March 2023, the Seaside Edition features double decorative stripes in white running across the side doors to the rear of the vehicle, while a unique 30 motif graphic on the front apron and wheel caps refers to the model's anniversary. The side scuttle features discreet graphic numbers in light and dark blue, while the rear features exclusive 'Seaside' lettering in orange.

Inside the model, decorative trim stripes can be found on the front dashboard in edition-specific design, along with the '30' graphic badge on the floor mat, steering wheel, and vehicle key.

The MINI Convertible pairs the inimitable spirit of the original Hatch with the excitement of a soft top, with a fresh exterior look, 8.8" high-resolution, full colour display screen, Premium Plus pack and MINI driving modes.

BMW Group Company

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The new MINI Convertible Seaside Edition is available to order from retailers nationwide now, priced at £34,500 OTR.

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 2021, the BMW Group sold over 2.5 million passenger vehicles and more than 194,000 motorcycles worldwide. The profit before tax in the financial year 2021 was € 16.1 billion on revenues amounting to € 111.2 billion. As of 31 December 2021, the BMW Group had a workforce of 118,909 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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