



## Media Information

## THE FIRST ALL-ELECTRIC MINI CONVERTIBLE.

- First ever all-electric MINI Convertible
- Fixed specification with choice of Enigmatic Black or White Silver exterior paint colours
- Limited to 999 units for Europe, with 150 units destined for UK market
- Available from April 2023, priced at £52,500 OTR

Following the positive feedback on the one-off presented in summer 2022, MINI is going ahead with a small series of all-electric MINI Convertible (power consumption combined: 17.2 kWh/62 miles according to WLTP; combined CO2 emissions: 0 g/km, Energy Consumption – 3.6 miles/kWh), representing another big step in the direction of electric mobility.

"Three years ago, we launched the MINI Electric, and today one in five MINI models sold in Europe is an all-electric MINI. This success has spurred us to implement the small series of the MINI Electric Convertible within only a few months. I'm delighted that we can offer 999 MINI customers an extraordinary and exclusive open-air go-kart feeling," says Stefanie Wurst, Head of the MINI Brand.

The MINI Electric Convertible is offered with a fixed specification and two exterior paint choices for customers: Enigmatic Black or White Silver. Door handles, side scuttles and the surrounds of the front and rear lights are finished in Resolute Bronze, and the MINI logo and model lettering feature in Piano Black. The E logo - also found on the MINI Electric - is situated on the front apron and on the rear. Edition-specific details are found on the side scuttles and door sill trims, featuring consecutive numbering for each of the 999 units available.

The MINI Electric Convertible also showcases edition-specific 17" Electric Power Spoke 2-tone alloy wheels, made from 100 per cent secondary aluminium. The combination of green electricity during production and the use of the secondary raw

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material, significantly reduces CO2 emissions compared to conventional manufacturing processes.

For the interior, MINI Yours sports seats in Leather Lounge design offer seat heating and adjustable thigh support, while the multifunctional sports steering wheel - finished in Nappa leather – is also heated and features the MINI Electric logo. Interior surfaces are finished in Piano Black, while ambient lighting and signature MINI Electric yellow colour accents, such as the start-stop toggle switch, complete the interior design.

Premium interior materials are complemented by eDrive services, providing the driver with current energy consumption, range, and tips for economical driving, all displayed on the MINI Head-Up Display. On longer journeys, the Active Cruise Control with Stop & Go function, and MINI Driving Assistant enhance comfort.

The MINI Electric Convertible is powered by a compact, yet powerful 135kW/184hp electric motor, enabling harmonious axle load distribution, agility, and controllable handling while delivering 0-62mph in just 8.2 seconds. Offering a WLTP range of 124 miles, the dimensions, including boot space, remain unchanged and provides 160 litres.

The MINI Electric Convertible will be produced in a limited run of 999 units alongside the conventional MINI Convertible in the Netherlands. With just 150 models destined for the UK, the vehicle will be available from April 2023 and priced at £52,500 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 over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2022, the BMW Group sold nearly 2.4 million passenger vehicles and more than 202,000 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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