



Media Information

DOUBLE UK PREMIERE FOR MINI AT GOODWOOD REVIVAL 2023.

- UK premiere of the new all-electric MINI Cooper and all-new MINI Countryman at Goodwood Revival
- Both models to feature on the MINI display in Earls Court Motor Show
- Customers can visit Cooper's – MINI's interactive, retro inspired supermarket with a modern twist.
- Goodwood Revival 2023 takes place 8 – 10 September 2023.

Following their recent unveiling, the new all-electric MINI Cooper and all-new MINI Countryman will make their UK premiere at Goodwood Revival 2023, which this year takes places across the weekend of 8– 10 September.

Debuted at the IAA Mobility 2023 in Munich, the new MINI Cooper Electric features a world's-first 24cm circular OLED screen, digital focused interior with brand new Experience Modes and offers customers either 190 or 249 miles of electric range*.

As the largest member of the MINI family, the new MINI Countryman is offered for the first time with both an electric and combustion powertrain. With a matching interior to the MINI Cooper, the MINI Countryman also offers Level 2 semi-automated driving for the first time, and grows in size to provide customers with more space, comfort and versatility.

Both models will feature on display inside Cooper's – MINI's retro inspired supermarket with a contemporary twist – located within Earls Court Motor Show, where guests will have the opportunity to win prizes through exciting giveaways.

Offering guests an interactive experience, each touchpoint inside Cooper's tells a unique MINI Story. Cleverly branded stock alludes to innovative new model features, such as 'Spike's Kibble', representing MINI's canine virtual assistant, knitted goods which point to the new textile dashboard made from recycled polyester and 'Countryman Crunch' cereal with its adventure themed packaging. A classic Mini will also be on display.

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The 2023 Goodwood Revival takes place on 8th – 10th September. Please click [here](#) for more details on the new all-electric MINI Cooper and [here](#) for more on the new MINI Countryman.

Ends

* The specified technical data are provisional.

The BMW Group

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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 2022 was € 23.5 billion on revenues amounting to € 142.6 billion. As of 31 December 2022, the BMW Group had a workforce of 149,475 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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