

MINI CORPORATE COMMUNICATIONS

Media Information

06 December 2023

All-electric in a sporty look: The new MINI Cooper SE in JCW Trim.

The all-electric MINI Cooper SE stands for emission-free mobility and urban driving pleasure. The new 3-door model is also available in the John Cooper Works Trim, which emphasises the brand's racing history.



Munich. With 218 electrically generated hp (160 kW) and 330 Newton metres of maximum torque, the MINI Cooper SE (electricity consumption combined: 14.7 - 14.1 kWh/100 km according to WLTP; CO2 emissions combined: 0 g/km) is way out in front with zero emissions, especially with its ability to sprint from 0 to 100 km/h in 6.7 seconds. The high-voltage battery installed in the MINI Cooper SE with an energy content of 54.2 kWh enables a range of up to 402 kilometres as determined in the WLTP test cycle. To give your MINI a particularly sporty look it can be ordered in John Cooper Works Trim.

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Media Information

Date 06 December 2023

Topic Extremely sporty and purely electric: The new MINI Cooper SE in JCW Trim

Page 2

With many details the equipment variant emphasises the brand's motorsport genes - achieved through numerous racing successes, including three victories at the Monte Carlo Rally in the 1960s.

“The all-electric MINI Cooper SE in the new John Cooper Works Trim combines a passion for iconic design, legendary performance and sustainable mobility. It is the epitome of efficiency and driving pleasure”, says Stefanie Wurst, Head of the MINI brand.

Individual front and rear design with a motorsport look.

The new John Cooper Works logo, which is characterised by clear outlines, stands out particularly well with its traditional red, white and black colour scheme and the symbolised chequered flag on the octagonal front grille. The powerful appearance of the MINI Cooper SE in JCW Trim is achieved, among other things, by 18-inch wheels in Lap Spoke 2-tone design with ten spokes each and JCW brake callipers in eye-catching red. Bonnet stripes on the body underline the sporty character.



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As standard the MINI Cooper SE in JCW Trim includes striking diffusers at the front and rear. The radiator grille surround and logo are finished in high-gloss black. Visual highlights include the contrasting roof and the mirror caps in Chilli Red.

The MINI LED headlights have individual light signatures. With a selected JCW signature, the front lights only show two horizontal stripes as daytime running lights and emphasise the minimalist design of the new MINI Cooper SE. The graphics of the matrix rear lights underline the width of the rear of the vehicle.

Racing-inspired interior.

The JCW seats combine synthetic leather with red stitching and multi-coloured knitted material in the shoulder section. The black and red colour concept is continued on the 2d-knit covering the interior of the door and the dashboard – the passenger side of which is adorned with the JCW-specific pattern in the style of a chequered flag.

Media Information

Date 06 December 2023

Topic Extremely sporty and purely electric: The new MINI Cooper SE in JCW Trim

Page 3



The central, high-resolution OLED display with a diameter of 240 mm bundles vehicle-related data and provides information on navigation, media, telephone, and climate settings. With the MINI Experience Modes, it offers new possibilities for individualisation. These include the John Cooper Works-inspired GO-KART Mode, which colours the display and interior lighting anthracite-red. In addition to the special GO-KART sound, the optimised throttle response of the accelerator pedal in this mode enhances the sporty driving experience.

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New driver assistance systems and efficient charging.

With 12 ultrasonic sensors and four surround cameras, Parking Assistant Plus simplifies parking and identifies free parking spaces. The advanced EXPLORE Mode offers a unique solution for this vehicle segment: it allows parking via smartphone without the driver having to sit in the MINI. A significant plus in convenience when parking space is tight.

Fast charging with direct current is possible with up to 95 kW. This means that the battery can be charged from 10 per cent to 80 per cent in just under 30 minutes at a quick-charging station. The high-voltage battery is charged with 11 kW using alternating current. When navigation is activated, the high-voltage battery of the MINI Cooper SE is prepared to the ideal temperature for efficient charging depending on the weather conditions. The advantage: a significantly shorter charging time, especially at low outside temperatures.

Fuel consumption, CO₂ emission figures and power consumption and range were measured using the methods required according to Regulation VO (EC) 2007/715 as amended. They refer to vehicles on the German automotive market. For ranges, the NEDC figures take into account differences in the selected wheel and tyre size, while the WLTP figures take into account the effects of any optional equipment.

All figures have already been calculated based on the new WLTP test cycle. NEDC figures listed have been adjusted to the NEDC measurement method where applicable. WLTP values are used as a basis for the assessment of taxes and other vehicle-related duties which are (also) based on CO₂ emissions and, where applicable, for the purposes of vehicle-specific subsidies. Further information on the WLTP and NEDC measurement procedures is also available at www.bmw.de/wltp.

For further details of the official fuel consumption figures and 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 at sales outlets free of charge, from Deutsche Automobil Treuhand GmbH (DAT), Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen and at <https://www.dat.de/co2/>.

Media Information

Date 06 December 2023

Topic Extremely sporty and purely electric: The new MINI Cooper SE in JCW Trim

Page 4

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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 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 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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