



MINI CORPORATE COMMUNICATIONS

Media Information

24 January 2024

The new MINI Cooper SE: All-Season Driving fun.



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The MINI Cooper is the epitome of efficiency and driving pleasure. The fully-electric fifth generation MINI Cooper SE offers classic go-kart feeling in any weather condition.

Munich. With a slightly larger track width and longer wheelbase, the new MINI Cooper SE impresses with noticeable dynamism in every season - driving fun that is guaranteed on snow and ice. The spontaneous power development of the 160 kW/218 hp electric motor is transferred directly and precisely to the high-quality chassis technology. The usual direct steering behavior ensures agility, and the integrated braking system ensures maximum safety even on wet and slippery roads.

“The MINI Cooper SE electrifies the go-kart feeling typical of the brand and underlines MINI’s exceptional position in the competitive environment. “Thanks to the fully electric drive concept, the new MINI combines maximum emotion and a minimal footprint and presents itself as a strong symbol for the future of the brand,” says Stefanie Wurst, Head of MINI.

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On frozen climbs or downhill sections, Active Slip Regulation optimizes traction and brings up to 330 Nm of maximum torque to the road in a

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controlled manner. The high-voltage battery with 54.2 kWh capacity and a range of up to 402 kilometers in the WLTP test cycle is installed in the vehicle floor and contributes to a balanced weight distribution. This means that the MINI Cooper SE has a low center of gravity and, in combination with its suspension and damping properties, maneuvers particularly smoothly on the road.

Reduced exterior with a confident expression.

MINI has been continually reinventing and developing the successful concept of the iconic 3-door car for more than 60 years. The classic Mini - thanks to its extremely short body overhangs - impressed with its maneuverable compactness. The classic Mini became a legend in the 1960s when it achieved overall victory three times in the Monte Carlo Rally against significantly more powerful competitors. And just as the classic Mini models moved safely and quickly on snow-covered roads 60 years ago, the current MINI Cooper SE drives safe on snow and ice today.

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/>.



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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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