



## Media Information

### The all-new electric MINI Aceman.

- New all-electric crossover, positioned between MINI Cooper and MINI Countryman
- Available exclusively with an all-electric powertrain in two output levels: E and SE, offering 192\* and 252\* miles of predicted range respectively
- Two new exterior paint colours: Sunset Indigo Blue and Rebel Red
- The MINI Aceman is priced from £31,920 OTR, with first customer deliveries in November 2024

The latest addition to the new MINI family, the MINI Aceman is the brand's mid-size all-electric crossover, which combines compact exterior dimensions with a creative use of interior space.

"The MINI Aceman brings a new level of excitement to our all-electric lineup, packed with a truly enjoyable immersive digital experience," says Stefanie Wurst, Head of MINI. "The MINI Aceman is perfect for navigating crowded city streets, while maintaining the versatility and functionality of a Crossover and the Go Kart feeling you can expect from a MINI. I am certain that the sleek design, the performance, and the versatility as a five-seater Crossover, will make the MINI Aceman a resounding success."

"The MINI Aceman is a strong character with his own young personality within the new MINI family. It has an independent design language, is compact and looks agile. With its distinctive expression, it is the perfect everyday companion for those who value individuality in urban areas." emphasises Oliver Heilmer, Head of MINI Design

Available in two output levels – E and SE – and a choice of three well-specified trims – Classic, Exclusive and Sport – the new MINI Aceman is priced from £31,920 OTR, with first customer deliveries commencing November 2024.

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## **A choice of two efficient, all-electric powertrains.**

The MINI Aceman is available exclusively with an all-electric powertrain, with customers able to choose from two output levels – E and SE.

The MINI Aceman E hosts a high-voltage battery with a capacity of 42.5 kWh, offering up to 192 miles of electric range (WLTP). A 135 kW/184 hp electric motor generates a torque of 290 Nm and accelerates the vehicle from 0 to 62 mph in 7.9 seconds.

With an increased output of 160 kW/218 hp, the MINI Aceman SE offers an increased range of 252 miles thanks to a 54.2 kWh battery and sprints from 0 to 62 mph in 7.1 seconds with a maximum torque of 330 Nm.

## **The exterior: an expressive crossover with compact proportions.**

Measuring 4,070 mm in length, 1,754 mm in width and 1,514 mm in height, the MINI Aceman bridges the gap between the MINI Cooper and the MINI Countryman. Combining short overhangs with a functional two-box design, the MINI Aceman achieves typical MINI proportions, while a creative use of space ensures there is ample room for five passengers inside.

The front-end design is characterised by new angular LED headlights, precise bonnet lines and an octagonal grille, which is finished in Vibrant Silver or high-gloss Jet Black. The classic tripartite division of body, windows and roof has been reinterpreted with a flush transition between body and glass to optimise aerodynamic properties. Like other members of the new MINI family, the front and rear lights are optionally available with three switchable light signatures.

In line with MINI's Charismatic Simplicity design language, the crossover features flush door handles and distinctive wheel arches, while tall sills continue into the door area to give the vehicle a slim and upright appearance. An oblong-shaped badge – in a design influenced by the respective trim level – is attached to the front area of the side sill.

Large horizontal surfaces give the rear of the MINI Aceman a broad and stable stance, while the retracted rear window is enhanced further by an elongated roof spoiler. Upright rear lights frame the centre and a wide darkened surround in the lower proportion of the rear apron completes the exterior design.

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### **Three individual trims for maximum personalisation.**

The MINI Aceman is available in three distinctive and well-specified trims: Classic, Exclusive and Sport. The Classic trim offers a reduced overall appearance, while highlighting key elements, such as the MINI wings logo finished in Vibrant Silver. The front grille is coated in high-gloss black, while the inner surfaces of the grille and bumper are finished in body colour. Three exterior paint finishes, including Nanuq White and Midnight Black, a Jet Black contrasting roof option and two wheel designs – with 17-inch as standard – offer customers a range of personalisation options.

Exclusive trim brings additional exterior design features, such as a Vibrant Silver front grille. A choice of six exterior paint colours can be specified, including all-new Indigo Sunset Blue and Rebel Red, while Glazed White and Multitone Blue roof colours are also offered with this trim level. Three wheel designs are available, with 18-inch offered as standard and 19-inch available optionally.

Models specified with Sport trim feature a distinctive front and rear design inspired by John Cooper Works (JCW). The front grille – adorned with the JCW badge - the MINI wings logo and vehicle trims are finished in high-gloss black, while red/black bonnet stripes and a contrasting Chili Red roof nod to MINI's racing heritage. 18-inch alloys come as standard with a 19-inch option also available. A rear spoiler equipped air blades further enhances the back portion of the vehicle.

### **The Interior: purist design incorporating a variety of materials.**

Like its siblings, the cockpit of the MINI Aceman is centralised around three key design elements: the central 24 cm OLED display, reimagined toggle bar and heated Vescin steering wheel.

Generous space and plenty of legroom ensure the cockpit feels bright and open, while the optional glass sky roof enhances this effect by flooding the cabin with natural light. In the dark, lighting along the roof frame replicates the ambient light for a distinctive atmosphere. Unique to the MINI Aceman, diagonally aligned speaker covers and free-standing door handles are finished in Vibrant Silver.

The curved dashboard is covered with a recycled polyester textile material which extends into the door trims and features a two-tone design. Rounding off the cockpit are comfortable front seats, made from full or half-Vescin depending on the specified trim level.

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The rear of the vehicle offers space for up to three passengers and a sizeable 300 litres of boot space. With the rear seats folded flat in a 60:40 ratio, the luggage compartment can be expanded up to 1,005 litres as and when required.

### **Three expressive interior trims.**

The three individual trims of Classic, Exclusive and Sport are extended inside the cabin of the MINI Aceman, providing customers with variety of personalisation options. In line with focussing on reduction, the interior offers contemporary design features, including a textile strap as the six o'clock spoke on the steering wheel.

In Classic trim, upholstery is finished in a Vescin/cloth combination with a choice of two colourways: grey/blue or black/blue, each featuring a perforated houndstooth pattern. Exclusive Trim boasts an expressive design, with the dashboard finished in Dark Petrol fading to orange across the door panels in an accentuated colour gradient. Full Vescin sports seats are standard with this trim level, and can be specified in Dark Petrol or Beige, both featuring accent stitching and an embroidered MINI logo. Customers opting for Exclusive trim also receive a lidded storage box in knit, a dark headliner and a colour-coded decorative dash strap.

Sport trim echoes JCW styling throughout the interior. The steering wheel is finished in perforated Vescin with trim-specific badging, while black/red JCW sports seats are crafted using a Vescin/cord combination. Red and black theming continues throughout the cabin, including on the dashboard, knitted storage box and dash strap.

### **Innovative technology for a contemporary user experience.**

All vehicle functionalities are accessible via the central OLED display, which can be operated intuitively by touch or voice command using MINI Operating System 9.

The graphic presentation of vehicle-related data is contemporary and minimalistic, with speed and battery status prominently situated at the top of the display, while the optional head-up display ensures all essential information is available directly in the driver's field of vision. Other widgets are shown in thumbnail view in the Home menu and to the left and right of the currently selected function. The lower portion of the screen houses the menu items Navigation, Media, Telephone and Climate, which can be easily selected at any time.

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Climate controls are permanently displayed and by swiping upwards from the bottom edge of the screen, users can access a handy toolbelt where preferred functions, such as frequent destinations and radio stations, can be saved for quick access. The toolbelt can also be activated via the star button on the multifunction steering wheel.

Positioned below the central instrument is the toggle bar, where the parking brake, gear selector, start/stop key, MINI Experience Mode toggle and volume control are accessible via five individually designed physical toggles. This means no additional gear selector is required, making room for practical storage solutions in the centre console. Above the cup holders is an optional tray for wireless charging.

MINI's fully-fledged voice assistant can be activated by saying "Hey MINI!" and by pressing the push-to-talk steering wheel button. Voice controlled interaction is visualised on the OLED display by means of animation featuring a stylised MINI character, or Spike – MINI's virtual canine companion.

Thanks to improved speech recognition, numerous vehicle functions, such as navigation, telephone and entertainment can be operated with ease using the relevant voice command. The MINI Intelligent Personal Assistant learns continuously through dialogue and can take on day-to-day tasks on repeated routes. For example, using geo-based data, the vehicle can identify the entrance to multi-storey car parks and automatically open the driver's side window for convenience.

In conjunction with the MINI Connected package, the digital MINI Connected Store provides access to an ever-evolving variety of practical and entertaining apps, including games, music and video streaming. With the new AirConsole app, users can enjoy a unique form of in-car gaming for all passengers, where a smartphone is utilised as a game controller.

#### **Advanced driver assistance systems.**

Thanks to 12 ultrasonic sensors and four Surround View cameras, the MINI Aceman is able to identify vacant parking spaces with greater precision, automatically initiating parking manoeuvres where space is limited, while the new Remote Parking function included as part of the Parking Assistant Plus option enables the vehicle to be parked using a smartphone. This functionality enables the MINI Aceman to be driven out of a parking space automatically, making it easier to get into the vehicle if space at the side is too limited.

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With MINI Digital Key Plus, owners can utilise their smartphone as a vehicle key for a convenient and personalised experience. Replacing the conventional key, the digital key can be transferred between several users. For a streamlined user experience, as soon as the driver is less than three metres away from the vehicle, the front and rear lights begin a welcome animation, and the doors unlock automatically.

Using augmented reality, complicated turning situations are visualised on the central display as part of the optional MINI Navigation AR package, while additional steering and lane assistance is offered through Driving Assistant Plus.

### **Optional equipment: three clear and progressive levels.**

In addition to the high level of standard equipment available on the MINI Aceman, optional equipment is bundled into three clear packages: Level 1, Level 2 and Level 3. Each package is a progressive step-up, incorporating extra features in addition to those provided at the previous level. Customers purchasing the MINI Aceman SE benefit from Level 1 as standard.

Level 1 boasts a competitive offering, including head-up display, Comfort Access, wireless charging and heated front seats. Stepping up to Level 2, customers additionally receive a glass sky roof, sun protection glass and Harman Kardon surround sound. Finally, the comprehensive Level 3 package comprises electric front seats with memory and massage\*\* functionality, an interior camera, MINI Navigation AR, Parking Assistant Plus, Driving Assistant Plus and a personal eSIM.

### **MINI Experience Modes for enhanced driving experiences.**

MINI Experience Modes enhance the interior with immersive user experiences. Two projector units beam illuminated graphics onto the dashboard with differing patterns and colours depending on the selected Experience Mode. Together with mode-specific graphics on the OLED display and newly-created MINI Driving Sounds, passengers can enjoy an entirely new driving experience inside the MINI Aceman.

Among the eight Modes available for selection is Personal Mode, where an individually selected image can be uploaded from a smartphone via the MINI app and chosen as the display background. A digital colour picker then identifies the dominant colours of the photo for projection onto the dashboard and is mirrored by ambient lighting under the dashboard and within the door panels.

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The other modes available for selection are Go-Kart, Vivid, Core, Green, Timeless, Balance and Trail, each of which focusses the display on a relevant Mode App to match the ambience. In Go-Kart Mode, there is a focus on MINI’s racing DNA where the display and interior feature the colours anthracite and red, while specific analogue displays for driving dynamics compliment this MINI Experience Mode inspired by JCW.

**Outstanding driving dynamics for comfort and performance.**

The MINI Aceman features a refined chassis to enhance both driving dynamics and comfort. The crossover is equipped with a precise damping system with highly prestressed stabilisers to improve steering precision and accuracy, while ensuring sound roll support. Agile handling is achieved through direct steering, combined with a short and firm feeling when braking. MINI Experience Modes compliment the driving experience with a variety of suspension set-ups, while the steering response and traction control can be adjusted as desired.

Model	Max Power (hp)	Peak Torque (Nm)	Acceleration (0-62mph)	Top Speed (mph)	Electric Range (WLTP)	OTR Price
MINI Aceman E	184hp	290 Nm	7.9 seconds	99	192 miles	£31,920
MINI Aceman SE	218hp	330 Nm	7.1 seconds	105	252 miles	£36,420

**Quick and easy charging.**

The MINI Aceman’s battery can be charged via 11 kW AC or DC charging. 75 kW DC charging is available on the Aceman E, while the Aceman SE is capable of up to 95 kW, enabling the battery to be charged from 10 to 80 per cent in under 30 minutes. By using MINI Navigation, the vehicle will ensure the high-voltage battery reaches the ideal temperature for efficient charging in advance, thus reducing charging time. Customers can also optimise charging for their schedule, setting charging start times, active charging windows, and target battery capacity by departure time.

The MINI app provides a convenient overview of the vehicle status and charging process, including current battery status, charging-optimised route plans and charging history. Finally, drivers can instruct that the interior cabin is air conditioned by a set departure time.

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**Ends.**

\* The specified technical data is provisional.

\*\*Active seat on the driver's side only

#### **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 2023, the BMW Group sold over 2.55 million passenger vehicles and more than 209,000 motorcycles worldwide. The profit before tax in the financial year 2023 was € 17.1 billion on revenues amounting to € 155.5 billion. As of 31 December 2023, the BMW Group had a workforce of 154,950 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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The all-new electric  
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