



MINI INCREASES PERSONALISATION AND USABILITY ACROSS NEW MINI FAMILY.

- Increased exterior paint colours now offered across the range.
- Petrol-powered MINI Cooper now offered with roof rails.
- MINI Cooper Convertible now available with Union Jack soft-top roof.
- MINI Countryman now offered with Towbar.
- Changes available across MINI models built from 1st March 2025.

Following the successful launch of the new MINI family, a range of additions and optional extras are set to further enhance the MINI offering from Spring 2025.

Increasing personalisation across the MINI Cooper, MINI Cooper Convertible and MINI Countryman, customers now have a wider choice of exterior colours and trim combinations, alongside new digital features and improved practicality.

Improved exterior colour range

Giving customers increased options to personalise their new MINI, an improved selection of optional exterior paint colours are now available on petrol powered MINI Cooper, MINI Cooper Convertible and MINI Countryman models, regardless of customer choice between Classic, Sport and Exclusive trim.

MINI Cooper and MINI Cooper Convertible customers now have a choice of nine exterior paint options when building their new model; Legend Grey, Sunnyside Yellow, Ocean Wave Green, Melting Silver, Icy Sunshine Blue, Midnight Black II, Nanuq White, British Racing Green IV & Chili Red. Cooper Convertible customers also benefit from one further optional colour thanks to model exclusive Copper Grey.

For customers building their MINI Countryman, a choice of nine exterior paints are now available: Melting Silver III, Midnight Black II, Nanuq White, British Racing Green, Blazing Blue, Chili Red, Legend Grey, Smokey Green & Slate Blue.

Increased Versatility

MINI Cooper models built from March 1st onwards now offer increased practicality for those who wish to extend their vehicles storage through a roof box, with the addition of roof rails as an optional extra.

For those who want a breath of fresh air, MINI Cooper Convertible customers can now optionally choose a soft-top roof with our iconic Union Jack design, adding flair to the vehicle when the roof is closed.

Increased practicality for the MINI Countryman

Previously offered on the MINI Countryman S only, a towbar is now offered optionally across all MINI Countryman derivatives, including the MINI Countryman E and SE. Activated using a button within the boot, a towbar further enhances the usability of the vehicle which can tow the following weights:

	MINI Countryman			MINI Countryman Electric	
Engine Trim	C	S	JCW	E	SE
Max Towing Weight (kg)	1,700	2,000	750	750	1,200

Improved Digital Features

For vehicles built after March 1st 2025, Digital Key will now be extended, giving those who share their MINI with friends and family the possibility to add up to 18 keys for each vehicle. Offered through iOS devices including smart watches, Digital Key allows owners to share vehicle access with others to safely unlock, lock and start your MINI when a vehicle key isn’t present.

Further improvements have also been made to the in-vehicle Intelligent Personal Assistant (IPA), offering more accurate recognition for voice command requests and improved responsiveness. A new MINI-specific male voice will also be included to the IPA catalogue.

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 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 2024, the BMW Group sold over 2.45 million passenger vehicles and more than 210,000 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.

MINI UK
Media Information

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The economic success of the BMW Group has always been based on long-term thinking and responsible action. Sustainability is a key element of the BMW Group's corporate strategy and covers all products from the supply chain and production to the end of their useful life.

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MINI Press Office Contacts:

Sam Buckingham
MINI Press Officer
Tel: 07815 362262
Email: Samuel.Buckingham@mini.co.uk

Helen Wilson
MINI Media Relations Manager
Tel: 07815 372480
Email: Helen.Wilson@mini.co.uk

Christina Burnham-Hepe
Corporate Communications Director
Tel: 07815 371206
Email: Christina.Burnham-Hepe@bmw.co.uk

Media website:
www.press.bmwgroup.co.uk
www.mini.co.uk
www.twitter.com/miniuk
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www.youtube.com/miniuk

BMW Group Company

Postal Address
MINI UK
Summit One
Summit Avenue
Farnborough
Hampshire
GU14 0FB

Telephone
+44 (0) 1252 920 000

Internet
www.mini.co.uk