



Media Information

MINI Street Unveiled: A Celebration of Heritage and Performance at the 2025 Goodwood Festival of Speed.

- Experience MINI Street, featuring Cooper's Corner Shop, Aceman Barbers, Countryman Farm Shop, and JCW Workshop
- MINI John Cooper Works Electric and MINI John Cooper Works Aceman tackling the iconic hill climb twice daily
- MINI Owners Lounge for MINI owners in attendance
- Goodwood Festival of Speed takes place 10th – 13th July 2025.

At this year's Goodwood Festival of Speed, MINI will present the four cornerstones of the MINI family - Cooper's Corner Shop, Aceman Barbers, Countryman Farm Shop, and JCW Workshop – reimaged into businesses, neatly housed on 'MINI Street'. Visitors can expect immersive experiences, with each part of the street offering unique activities, photo opportunities and a selection of models on display.

Visitors to MINI Street will firstly find Cooper's Corner Shop, encompassing both the MINI Lifestyle shop and John Cooper Works (JCW) development space. Offering attendees the chance to purchase a range of items from the MINI Lifestyle collection, visitors will also find a MINI Cooper Electric and MINI John Cooper Works on display.

The Aceman Barbers shop welcomes the newest family member, while offering visitors the opportunity for complimentary haircuts and beard trims from award-winning barbers [Ruffians](#), who will be welcoming walk-ins throughout the festival.

BMW Group Company

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The JCW Workshop highlights our rich rally heritage, alongside our newest performance models. Celebrating the 1964 Monte Carlo Rally win, visitors can find the winning Mini on display alongside the new MINI John Cooper Works Aceman. Younger visitors can simulate experiencing the performance of John Cooper Works with an immersive photo opportunity designed to replicate the thrill of driving, without ever leaving the stand.

Fans of the MINI Countryman can enjoy the Countryman Farm Shop, with an active climbing wall for those looking for an adventure while on site, with two MINI Countryman models on display.

MINI Owners can once again gain exclusive access to a private lounge using their vehicle key fob or MINI phone app, while Charlie Cooper - grandson of John Cooper whose name heroes our performance models - will be doing daily talks on the stand.

For those looking for action on the famous hill-climb, the entire MINI family will be taking centre-stage on Thursday, while the MINI John Cooper Works Electric and MINI John Cooper Works Aceman will be taking on the climb twice daily across the rest of the festival.

The 2025 Goodwood Festival of Speed takes place 10th – 13th July.

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 2024 was € 11.0 billion on revenues amounting to € 142.4 billion. As of 31 December 2024, the BMW Group had a workforce of 159,104 employees.

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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