

# MINI CORPORATE COMMUNICATIONS

Media Information  
6 August 2025

## MINI at the IAA Mobility 2025: World premiere of two showcars and spectacular Open Space in Munich.



MINI unveils two exclusive John Cooper Works showcars at the IAA Mobility 2025 in Munich in the MINI Pavillion at Lenbachplatz - created in collaboration with a world-famous lifestyle brand. The Open Space at Max-Joseph-Platz invites visitors to Central London, presenting heritage, racing and all-electric mobility from MINI.

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**Munich.** At the IAA Mobility in Munich from 9 to 14 September, MINI will transform the city into its own stage at two well-known locations: an impressive Open Space at Max-Joseph-Platz, and a central brand appearance in the MINI Pavillion at Lenbachplatz, presenting MINI's brand DNA at the world's largest mobility event. The highlight is the world premiere of two exclusive JCW showcars, created as part of an exciting collaboration.

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### **MINI Pavillion: MINI unveils exclusive JCW showcars.**

MINI's racing background is not only evident from its recent success at the 24-hour race at the Nürburgring: motorsport has been part of the brand's essence from the very beginning. As part of the IAA, two unique MINI John Cooper Works showcars are celebrating their world premiere, the result of an inspiring collaboration.

For the duration of the IAA, the MINI Pavillion puts the models centre stage in a spectacular display. The showcars, which combine the brand's unmistakable racing enthusiasm with the spirit of a world-famous lifestyle brand, can be admired at Lenbachplatz. For this, the MINI Pavillion will be extensively remodeled, and dedicated entirely to the John Cooper Works brand.

- *MINI Pavillon: Lenbachplatz 7a, 80333 München*

### **MINI at Open Space: Heritage and humour at Max-Joseph-Platz.**

A metropolis within a metropolis: With its appearance at the Open Space, MINI brings the vibrant city centre of London to the noble Max-Joseph-Platz in Munich's old town. An elaborately staged backdrop recreates the heart of the city and presents the brand's British identity, including its humour in many details. With the Bayerische Staatsoper and the Residenztheater in the background, the focus of Open Space is the all-electric models of the new MINI family, the high-performance MINI John Cooper Works Electric, MINI Service and MINI Experience Modes.

With the MINI John Cooper Works Electric, MINI Aceman SE and MINI Countryman SE ALL 4, visitors will be able to experience three all-electric MINI models up close. Max-Joseph-Platz is also the starting point for test drives in cooperation with SIXT: true to the motto "Only MINI Can Do", visitors can take all-electric MINIs from the new MINI family out onto the city's streets from here.

- *MINI Open Space: Max-Joseph-Platz 2, 80539 München*

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### **MINI at the IAA: Community Day unites fans of the brand.**

Fans of MINI can also become part of the IAA Mobility this year: at the "Community Day" on 13 September, MINI clubs will come together for a drive with their personal MINIs. Starting at Gut Kaltenbrunn on Lake Tegernsee, the route leads through Munich and ends with an inspiring get-together with music, BBQ and dialogue with the community in the MINI Pavillion.

### **The IAA: a platform for experts and enthusiasts.**

As one of the largest and most important international automotive trade fairs, the International Motor Show (IAA) offers manufacturers, journalists and other enthusiasts a platform for dialogue on the topics of mobility, innovation and technology every two years. The IAA Mobility 2025 is organised under the slogan "It's All About Mobility". As part of the event, innovations and concepts will be presented in four formats - at the IAA Summit, the IAA Conference, the IAA Open Space and the IAA Experience - as well as at MINI in the MINI Pavillion at Lenbachplatz. Over half a million visitors were counted at the last IAA 2023 in Munich.

MINI John Cooper Works Electric (electricity consumption combined: 15,6 – 15,3 kWh/100 km according to WLTP; CO2 emissions combined: 0 g/km; CO2-class: A; Range in km according to WLTP: 371 – 363).

MINI Aceman SE (WLTP combined: Power consumption 14,8-14,0 kWh/100 km; CO2 emissions 0 g/km; CO2 class A).

MINI Countryman SE ALL4 (electricity consumption combined: 18,5 - 16,8 kWh/100 km according to WLTP; CO2 emissions combined: 0 g/km; CO2-class: A; Range in km according to WLTP: 399 - 432).

All of the stated model variants, equipment features, technical data relate to the German market. Energy consumption and emission figures relate to the German PKW-EnVKV regulation.

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Fuel consumption, CO<sub>2</sub> emission figures and power consumption 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. For vehicles newly type-approved since 01.01.2021, the official specifications exist only according to WLTP. In addition, according to EU Regulation 2022/195, the NEDC values will no longer be included in the EC certificates of conformity as of 01.01.2023.

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 CO<sub>2</sub> 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](http://www.bmw.de/wltp).

For further details of the official fuel consumption figures and official specific CO<sub>2</sub> emissions of new cars, please refer to the "Manual on the fuel consumption, CO<sub>2</sub> 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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### Corporate Communications

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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 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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