



Media Information

## **MINI opens JCW Electrical store at Goodwood Revival 2025.**

- MINI to showcase racing heritage with 1960's inspired 'JCW Electrical' store.
- Earls Court Motor Show based stand offers visitors immersive games, experiences and competitions.
- A blend of nostalgia and innovation with MINI John Cooper Works, MINI John Cooper Works Aceman & the 1964 Monte Carlo Rally winning Mini Cooper S on display.
- Goodwood Revival takes place at the historic Goodwood Motor Circuit, between 12<sup>th</sup>-14<sup>th</sup> September 2025.

MINI is delighted to announce its return to the Goodwood Revival 2025, with a nostalgic stand dubbed 'JCW Electrical'. Located within the Earls Court Motor Show, the 1960s inspired electronics store will celebrate MINI's rich racing heritage and bold innovation.

The latest John Cooper Works models – the MINI John Cooper Works and all-new electric MINI John Cooper Works Aceman will be on display, while the iconic 1964 Monte Carlo rally winning Mini Cooper S - raced by Paddy Hopkirk and co-driver Henry Liddon – will take centre stage.

In keeping with the period-perfect feel of the event, the stand will feature an eclectic collection of vintage television sets, showcasing race-winning footage and iconic MINI adverts from past and present. In addition, visitors can answer a wall-mounted telephone to be greeted with audio from MINI racing triumphs.

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Guests will also be able to play 'Time for a Tune up' where they will be challenged to tune a retro radio in the hope to win exclusive MINI merchandise, While younger attendees can try their chances on the famous Monte Carlo Scalextric track.

The 2025 Goodwood Revival takes place between Friday 12<sup>th</sup> – Sunday 14<sup>th</sup> September. More information on the Revival can be found [here](#).

## 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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