

## MINI AT LOS ANGELES AUTO SHOW



### Contact:

Andrew Cutler

Head of Corporate Communications

MINI USA

201.307.3784

[andrew.cutler@miniusa.com](mailto:andrew.cutler@miniusa.com)

Rob Duda

MINI USA News Bureau

908.347.1243

[rduda@peppercomm.com](mailto:rduda@peppercomm.com)

### MINI USA TO DEBUT TWO NEW VEHICLES AT AUTOMOBILITY LA

- *World Premiere of the new high performance MINI John Cooper Works GP*
- *North American Show Premiere of the new battery electric MINI Cooper SE*

Woodcliff Lake, NJ – November 13, 2019 – [MINI USA](#) today announced that the [MINI John Cooper Works GP](#) will make its World Premiere at [Automobility LA](#) ahead of the [Los Angeles International Auto Show](#) next week, along with the new battery electric [MINI Cooper SE](#) that will have its North American Show Premiere. Both vehicles will be revealed during the BMW Group press conference at 9:00 am PT on Wednesday, November 20, 2019, at the BMW and MINI stands in South Hall of the [Los Angeles Convention Center](#).

#### **The new MINI John Cooper Works GP: Power and Performance**

The MINI John Cooper Works GP is third generation of MINI's high-performance model. It will reach US showrooms mid 2020 with a Manufacturer's Suggested Retail Price (MSRP) of \$44,900 plus an additional \$850 Destination & Handling fee. With an engine output of 301hp (US SAE), and achieving a lap time on the Nürburgring Nordschleife of less than eight minutes, the new MINI John Cooper Works GP will come to market as the fastest-ever-produced model in the 60-year history of the British brand.

#### **The new MINI Cooper SE: Accessible electric mobility that's fun to drive**

Also coming to the Los Angeles Auto Show is the MINI Cooper SE, MINI's all-new battery electric vehicle. This entry brings the fun iconic MINI driving style to the electric car and brings the electric car to the affordable realm, with a Manufacturer's Suggested Retail Price (MSRP) of \$29,900 plus an \$850 Destination & Handling fee. The MINI Cooper SE is expected to cost the buyer as low as \$17,900 with federal tax credits and state electric vehicle tax credits in some states.

“Automobility LA and the Los Angeles International Auto Show are the perfect venue to showcase the newest products in our lineup, which are the bookends of the brand focused on electric mobility and performance,” said Michael Peyton, Vice President, MINI of the Americas. “The state of California and Los Angeles are key regions for our business and we expect these two vehicles in particular to be very popular with consumers who want fun, whether they’re looking for electrification or high performance.”

The new MINI Cooper SE will go on sale early March 2020 at MINI dealers across the U.S., while the MINI John Cooper Works GP is expected at U.S. dealers mid-2020. For more information on both vehicles, please see the U.S. Market Pricing releases for the [MINI Cooper SE](#) and the [MINI John Cooper Works GP](#).

### **About MINI in the US**

MINI is an independent brand of the BMW Group. In the United States, MINI USA operates as a business unit of BMW of North America, LLC, located in Woodcliff Lake, New Jersey and includes the marketing and sales organizations for the MINI brand. The MINI USA sales organization is represented in the U.S. through a network of 121 MINI passenger car dealers. MINI USA began selling vehicles in the U.S. in 2002 with the introduction of the MINI Cooper and MINI Cooper S Hardtops. Since then, the MINI Brand in the U.S. has grown to encompass a model range of five unique vehicles.

Journalist notes: Media information about MINI and its products is available to journalists on-line at [www.miniusanews.com](http://www.miniusanews.com).

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