

MINI JOHN COOPER WORKS GP 3 #0001



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MINI USA PRESENTS NEW 2021 MINI JOHN COOPER WORKS GP #0001 TO BRAND'S "NUMBER ONE FAN".

- *MINI USA Selects Lucky MINI GP buyer to Receive New, Third Generation MINI John Cooper Works GP #0001 Through Creative Contest.*
- *Video Submissions from all 2021 MINI GP reservation holders evaluated to see who deserved first new 2021 GP #0001 made.*

Woodcliff, N.J. – June 1st, 2020 - After months of anticipation, the third generation [2021 MINI John Cooper Works GP](#) is finally here, and for one dedicated and creative MINI fan from upstate New York, the wait was made a little shorter and a lot more special. Longtime MINI owner, enthusiast and YouTube Vlogger Nick Tubbs of Ithaca, N.Y., was the winner of the video submission contest held by [MINI USA](#) for all customers with current reservations for the latest limited edition and highest-performing MINI ever built. Tubbs can be [seen here taking contactless delivery](#) of the very special 2021 MINI GP 3 #0001 from Mike Peyton, Vice President, MINI of the Americas, at [Keeler MINI](#) in Latham, N.Y.

From May 4 – 11, customers who had placed a deposit to hold their reservation for one of these new, exclusive and high-performance 2021 MINI John Cooper Works GP models were given the unique opportunity to submit a 30.1 second video explaining why model #0001 should be in their driveway. 30.1 seconds was determined to represent one tenth of a second for every horsepower of this performance machine. The submissions were evaluated by the MINI USA team to see who has the most creative, passionate, and convincing reason worthiest to own MINI GP3 #0001. The winning reservation holder was presented with the option to purchase or lease model #0001 from their local authorized MINI dealer.

“The MINI John Cooper Works GP is a legendary car for the MINI brand that has always been admired by the community, especially by the true enthusiasts,” said Mike Peyton, Vice President, MINI of the Americas. “It was obvious to our team that Nick is one of those enthusiasts who lives and breathes the MINI brand. We know he will take good care of our beloved MINI GP 3 #0001, and enjoy the most powerful MINI ever built.”

Tubbs’s [video submission](#) highlighted his love for the MINI brand, showing off his MINI wardrobe, MINI-themed kitchen appliances and his two unique MINI cars. He is such a fan of the brand that he also runs a MINI enthusiast YouTube channel [The MINI Vlog](#) where he regularly posts videos about his MINIs and how he maintains them. He is also an advocate for keeping the iconic “MINI wave” alive.

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, and is exclusive, with total global production limited to 3,000 units. Deliveries of the 2021 MINI GP 3 have begun at U.S. showrooms, with cars listed at 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 is the fastest-ever-produced model in the 60-year history of the British brand.

To download images and the video from the 2021 MINI John Cooper Works GP 3 #0001 handover at Keeler MINI, or for press information and images of this car, please visit [MINIUSANEWS.com](#).

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 nationwide. 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](#).