

## MINI USA LAUNCHES CORAL RED EDITION HARDTOPS



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### MINI USA INTRODUCES NEW CORAL RED EDITION HARDTOPS, EXPANDING BRAND'S SPECIAL EDITION OFFERINGS FOR MODEL YEAR 2021.

Woodcliff Lake, NJ, July 16, 2020. [MINI USA](#) is pleased to announce the new 2021 MINI Coral Red Edition Hardtops. These special editions arrive as exclusive variants of the Cooper S 2 Door and 4 Door Hardtop models and are expected to reach U.S. dealerships next month. The Coral Red Edition features an exclusive look that harkens to past heritage Mini models and will be offered with a Manufacturer's Suggested Retail Price (MSRP) of \$33,275 for the 2 Door and \$34,520 for the 4 Door, plus an additional \$850 Destination & Handling fee.

### Color and Style

The MINI Coral Red Edition is notable for its exclusive appearance, featuring a Coral Red Metallic color normally reserved for the MINI Clubman models, along with a black roof and mirror caps. This finish is offset with a number of design elements in Piano Black, including the headlight rings, tail light rings, and grille frame, as well as front and rear MINI Wings badges and door handles. On the inside, the car features matching Piano Black trim and Carbon Black Leatherette upholstery. The MINI Coral Red Edition also comes standard with LED Headlights and Fog Lights with Union Jack LED tail lights help illuminate your drive, along with 17" Rail Spoke 2-Tone wheels keep you connected to the ground.

### MINI Heritage

The MINI Coral Red Edition pays homage to another special vehicle in Mini's heritage. In 1979, Mini launched a special 20<sup>th</sup> Anniversary Edition called The Mini 1100 Special. Unlike most that came before, the 1100 Special was mechanically, as well as cosmetically, upgraded. It was offered in Metallic Rose or Metallic Silver paint and

featured chrome Clubman-style bumpers. Other special features included a black-centered grille and vinyl roof - tan colored for the Rose body and Black for the silver body – along with wide shaded side stripes on lower body sides. It also included Mini Special A-panel decals, ‘Special’ grille badge and ‘Mini Special’ boot badge.

“We continue to create special edition offerings for our customers in the U.S. that are looking for unique new ways to express themselves through their vehicle,” said Patrick McKenna, MINI’s Head of Product Planning and Consumer Events, “With MINI’s rich heritage offering exclusive special editions, the MINI Coral Red Edition authentically reflects back on this heritage and the classic Mini 1100 Special.”

### **Limited Edition**

With around 300 units expected for U.S. customers, these special edition MINIs are sure to capture a lot of attention. The MINI Coral Red Edition will be available at MINI dealers across the U.S. later this month.

### **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 119 MINI passenger car dealers in 39 states. 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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