

## MINI COOPER SE RECOGNIZED BY GREEN CAR JOURNAL AS URBAN GREEN CAR OF THE YEAR



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## MINI COOPER SE ELECTRIC RECOGNIZED BY GREEN CAR JOURNAL AS URBAN GREEN CAR OF THE YEAR

Woodcliff Lake, N.J., November 11, 2020. [MINI USA](#) is pleased to announce that [Green Car Journal](#) has awarded the 2020 [MINI Cooper SE](#) its Urban Green Car of the Year Award for 2021. The announcement was made at the virtual [Greenbuild International Conference + Expo](#). *Green Car Journal* is the leading authority on the intersection of automobiles, energy, and the environment.

With a low center of gravity, a powerful electric powertrain, and dynamic handling, the MINI Cooper SE is a true performance car that retains all the fun-to-drive attributes MINI owners have come to know and love. With an MSRP of \$29,900, the federal EV credit of \$7,500 along with available state EV incentives, the MINI Cooper SE is one of the most affordable, fun to drive premium EV on the market below \$20,000.

“Demand for the MINI Cooper SE has been incredible, and we are attracting great interest from both current MINI owners and customers who are new to the MINI brand, looking for an affordable, fun to drive electric vehicle,” said Mike Peyton, Vice President, MINI of the Americas. “We are honored by this recognition by Green Car Journal. and with electrification fitting perfectly with the MINI brand, we look forward to welcoming more new people into the MINI family.”

The MINI Cooper SE stands out in this category as a great vehicle for navigating the urban environment in an environmentally conscious manner. *Green Car Journal* highlighted this award represents MINI’s commitment to offering more efficient vehicles. They also said that the MINI Cooper SE “speaks to drivers yearning for an affordable, fun-to-drive model that’s ideal for zero-emission city life.”

“The MINI Cooper SE is an exceptional all-electric model at a very approachable price, and a well-deserving winner of 2021 Urban Green Car of the Year™,” said Ron Cogan, editor and publisher of [Green Car Journal](#) and [GreenCarJournal.com](#). “In signature MINI fashion, the Cooper SE delivers a fun driving experience along with its easy maneuverability and zero-emission motoring.”

The MINI Cooper SE comes standard with the Signature base trim level that offers a full complement of premium features and equipment. Beyond the standard equipment, two additional trim levels will be offered giving customers the choice to easily add two bundled packages of premium equipment. For more detailed product information on the MINI Cooper SE, check out the [MINI Electric Newsroom](#) on [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 117 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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