

MINI HARDTOP & CONVERTIBLE



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MINI USA UNVEILS NEW MY 2022 MINI HARDTOPS AND CONVERTIBLES

- *First time three of the five MINI models receive simultaneous updates*
- *No price increase for third model year in a row for the MINI Cooper SE*

Woodcliff Lake, N.J., January 26, 2021. – [MINI USA](#) today unveiled the new [MY 2022 MINI Hardtops and MINI Convertibles](#). The modern interpretation of the brand's most iconic models, the new MINI Hardtops and Convertibles receive significant updates to the exterior, interior and infotainment and driving safety features while remaining authentic to the elements of the MINI DNA, including fun to drive, expressive design and personalization.

These new Hardtop and Convertible models will start production in March 2021 and will include the MINI Hardtop 2 Door (Cooper, Cooper S, Cooper SE and John Cooper Works), the MINI Hardtop 4 Door (Cooper and Cooper S) and the MINI Convertible (Cooper, Cooper S and John Cooper Works) variants.

Exterior Design Highlights.

The new MINI Hardtops and Convertibles come with an array of brand-new exterior content that will excite both loyal MINI enthusiasts and new customers interested in getting behind the wheel of the definitive, premium small car in the U.S.

At the front end, the new MINI Hardtops and Convertibles feature the integration of air curtains on the front bumper and removal of the fog lights to further enhance the clarity of the front end and provide improved aerodynamics. The front end now also features a new single unbroken hexagon front grille that extends low to the road with the safety bar now hidden underneath a body color panel, further accentuating the look of the iconic and recognizable face of the MINI. To meet the need for increased air

cooling, the Cooper S and John Cooper Works variants also include a pair of air intakes with high-gloss black surrounds to the left and right of the central intake.

The new rear bumpers also feature visual changes that give the MINI a widened geometry to emphasize a wider stance and sportiness. The rear apron also picks up the hexagonal graphic from the front end, while the iconic twin-tailpipe exhaust system is framed to sophisticated effect in one sweeping movement by body-colored surfaces. The MINI John Cooper Works also now features an eye-catching diffuser to provide the tail of the car with dynamic racing intent.

The MINI Hardtops and Convertibles also feature new side scuttle designs and wheel arch trims also help emphasis the sportiness of the vehicle. The existing wheel portfolio is also enriched to include new 17" and 18" wheels, including the new 18" Circuit Spoke 2-tone and the new 18" Pulse Spoke 2-tone.

In addition to three new exterior colors, including Island Blue, Rooftop Grey and Zesty Yellow, the new MINI Hardtops are available with a Multitone Roof, a color gradient of Soul Blue, Pearly Aqua, and Jet Black in combination with black mirror caps. This is a unique feature in the automotive industry thanks to a new, innovative painting technology at Plant Oxford.

The new MINI Hardtops and Convertibles also come standard with LED headlights with a high global back inner housing. Along the side, the new models have a modernized side scuttle design including LED indicators and model specific inserts. Standard LED Headlights are coupled together with our unique Union Jack LED Taillights, which will also be included in every new MINI Hardtop and Convertible. For those seeking even more personalization and style, the optional Piano Black Exterior is now available on door handles, fuel lid (Cooper S/JCW), exhaust end pipes (Cooper/Cooper S), MINI Logos and model badges (Cooper/Cooper S/Cooper SE) in black.

Interior Design Highlights.

The new MINI Hardtops and Convertibles also include a variety of new features and content in the interior, with a strong focus on Infotainment & Digitalization.

When hopping into the cockpit, the driver and passenger will no doubt notice the 8.8"-screen embedded in the center instrument design, which is now standard on all models. It is combined with the all-new user experience with a completely modernized look & feel, configurable live widgets and two available color schemes (Lounge & Sport). New for the updated models, Sirius Satellite Radio is now also standard on all MINIs across the range as of Model Year 22. The new and contemporary interior atmosphere is rounded off by the new MINI Ambient Light with 6 different colors always matching perfectly to the selected mode.

In the cooler climates, the driver will also quickly notice the heated steering wheel that guarantees warm hands and comfort for maximum driving experience, even on the coldest days. The newly designed steering wheel also comes with horizontal spokes, buttons integrated in even surface with Piano Black finish, as well as a new design for the lower spoke in both steering wheel variants & sport steering wheel in leather is standard.

The new MINI Hardtops and Convertibles will now also feature increased safety with our Driving Assistant available as standard on all U.S. bound MINIs, with the inclusion of Lane Departure Warning which can actively alert the driver through steering wheel vibration. Drivers can also enjoy the comfort of our extended Active Cruise Control, which is now able to break down to 0 mph (only with automatic and dual clutch transmission).

The New MINI Cooper SE.

The new enhancements made to the MINI Hardtops certainly does not exclude the MINI Cooper SE. The fully electric variant of the MINI Hardtop will get the same exterior updates to the front and rear bumpers, side scuttles and front grille, along with the Piano Black Exterior contents mentioned above and the Multitone roof. The MINI Cooper SE creates its own identity with its yellow-accented 'S' and closed-off radiator grille. Additional wheels will be available for the MINI Cooper SE as of March 2021, including 16" Victory Spoke black, 17" Tentacle Spoke black and 17" Scissor Spoke 2-tone.

The MINI Cooper SE will also receive most of the interior updates as well, including the new steering wheel design, new center instrument design with 8.8" screen, heated steering wheel, lane departure warning, and Sirius Satellite Radio as standard.

MINI Electric Collection 2021.

With the MINI Electric Collection 2021 we will be introducing a unique and progressive limited edition for the MINI Cooper SE. Carefully selected adaptations on interior and exterior underline the Collection's individual character and uniqueness.

U.S. Market Pricing

Despite all the new standard equipment upgrades, including the addition of LED Headlights, a new Digital Instrument Cluster, Lane Departure Warning and all the aesthetic updates, the MY 2022 MINI Hardtops and Convertibles will see only a \$500 increase across most trim levels. At the same time, several highly popular trim levels will see no price increase from MY 2021 to MY 2022, including the Signature and Iconic trims on the MINI Cooper S Hardtop and MINI Cooper S Convertible, the Iconic trim on the MINI John Cooper Works Hardtop and MINI John Cooper Works Convertible. The Signature trim for both the MINI John Cooper Works Hardtop and the

MINI John Cooper Works Convertible received a larger increase due to the addition of optional equipment to those trim levels.

For the third straight model year, the MINI Cooper SE will not see a price increase and will remain at a with a Manufacturer's Suggested **Retail Price (MSRP)** of **\$29,900** plus an additional \$850 Destination & Handling fee.

MINI Hardtop 2 Door

Variant	Trim	MY 21	MY22
Cooper	Classic	\$22,400	\$22,900
	Signature	\$26,400	\$26,900
	Iconic	\$30,400	\$30,900
Cooper S	Classic	\$26,400	\$26,900
	Signature	\$30,900	\$30,900
	Iconic	\$34,900	\$34,900
John Cooper Works	Classic	\$32,400	\$32,900
	Signature	\$34,900	\$35,900
	Iconic	\$39,900	\$39,900
Cooper SE	Classic	\$29,900	\$29,900
	Signature	\$33,900	\$33,900
	Iconic	\$36,900	\$36,900

Note: Standard \$1,000 price differential between 2 Door, and 4 Door Hardtop

MINI Convertibles

Variant	Trim	MY 21	MY22
Cooper	Classic	\$27,400	\$27,900
	Signature	\$31,400	\$31,900
	Iconic	\$35,400	\$35,900
Cooper S	Classic	\$31,400	\$31,900
	Signature	\$35,900	\$35,900
	Iconic	\$39,900	\$39,900
John Cooper Works	Classic	\$38,400	\$38,900
	Signature	\$39,900	\$40,650
	Iconic	\$44,900	\$44,900

Pricing listed above does not include the additional \$850 Destination & Handling fee.

For more information on the new MINI Hardtops and MINI Convertibles, please review the global press release. Technical spec sheets are available for download for the [MINI Hardtop 2 Door](#), [MINI Hardtop 4 Door](#) and [MINI Convertible](#) by clicking the hyperlinks. Official [press photos](#) and b-roll packages for the [MINI Hardtop 2 Door](#), [MINI Hardtop 4](#)

[Door](#) and [MINI Convertible](#) are available by clicking the hyperlinks or by visiting [MINIUSANEWS.com](#).

Consumers can find more information about the new MY 2022 MINI Hardtops and Convertibles by visiting [MINIUSA.com/comingsoon](#).

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.

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