



Corporate Communications

April 9, 2021

**MINI ELECTRIC PACESETTER THE OFFICIAL
FIA FORMULA E SAFETY CAR. TRACK DEBUT AT RACE
WEEKEND IN ROME, APRIL 10-11.**

MINI Electric Pacesetter previews its capabilities on the streets in advance of its first race debut in an unconventional exciting road challenge with the city's subway. Who will reach the finish line first?

San Donato Milanese, Italy: In the second stage of the Formula E championship, scheduled in Rome on the weekend of April 10 and 11, the MINI Electric Pacesetter, inspired by John Cooper Works, will officially appear on the track as the official Safety Car for the 2021 season.

The uniquely designed MINI Electric Pacesetter finished in opaque silver and special livery, accelerates from 0 to 100km/h in just 6.7 seconds, and will be ready to intervene whenever the competition requires it. At the wheel will be Bruno Correia, born in 1977, who, since 2014, has been the official driver of the FIA Formula E Safety Car.

Prior to hitting the track as the new Safety Car of Formula E, the MINI Electric Pacesetter has competed in another unique challenge – racing another powerful electric vehicle in the city – an electric Milan Metro subway train. An exciting competition is told in an adrenaline-pumping clip, between two vehicles completely different from each other but united by a single great characteristic: both are electric. Who reaches the finish line first? Watch to find out!

Behind the wheel of the MINI Electric Pacesetter is Charlie Cooper, a member of the founding family of John Cooper Works and grandson of John Cooper. On the Milan Metro subway train, is official Safety Car driver Bruno Correia. In a mix of adrenaline and fun through the magical atmosphere of the Eternal City, the two powerful electric vehicles race toward their destination.

On one hand, the Milan Metro subway train, with its unmistakable sound and speed on the rails, hosts Bruno Correia, away from the steering wheel and intent on encouraging the Metro driver. On the other hand, the road – closed to traffic for the occasion, becoming a real circuit – is where Charlie Cooper moves with the quick, electric reflexes of the MINI Electric Pacesetter. Produced by MINI Italy, it's a fun and spectacular challenge in the Roman night, which will be featured on MINI social channels.

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On the weekend of April 10 and 11, MINI Electric Pacesetter officially makes its first appearance of the year on the Formula E circuit, as a Safety Car. MINI shares a similar energy, emotion and fun with this automotive championship series. In addition, the MINI Electric Pacesetter, serving as the official Safety Car, provides an ideal connection for the brand's involvement in Formula E with a unique design and performance-enhancing features inspired by the John Cooper Works Brand.

The film was shot using a racing car on a street circuit closed to the public and with professional drivers. All scenes were filmed in compliance with anti Covid-19 regulations.

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 116 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.

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