

MINI CORPORATE COMMUNICATION

Media information

12 May 2021

THE MINI CONVERTIBLE: THE FUTURE IS READY FOR IT.



MINI continues the realignment of its model range and announces the development of a successor to the open-top four-seater.

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Munich. Electrification, the conquest of new target groups and a consistent customer orientation are at the heart of the realignment with which the British premium brand MINI is setting the course for its future model range. Following the announcement of a new generation of the brand's purely electric small cars, another decision has now been made: The success story of the MINI Convertible will be continued. The development of a successor to the only open-top four-seater in the premium small car segment is a done deal. The new model is scheduled to be unveiled in 2025. "The MINI Convertible has a large and particularly loyal fan base. This is also shown by the great demand for the latest, freshly updated model," says Bernd Körber, Head of the MINI brand. "We are therefore firmly convinced of the success of this vehicle concept for the future."

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Topic The MINI Convertible: the future is ready for it.

Page 2

With the new edition of the MINI Convertible launched a few weeks ago, the brand's typical open-air driving pleasure has gained even more appeal. The clear and reduced design expresses the vehicle's extravagant charisma more intensively than ever - especially with the body paint in the new Zesty Yellow variant available exclusively for the MINI Convertible. In addition, the unmistakable design features of the open-top MINI are showcased particularly effectively. The hexagonal radiator grille is larger than ever, the standard LED headlights have been redesigned as have the Side Scuttles, the black wheel arch surrounds have been given new contours, and the rear lights in the striking Union Jack design are now standard equipment

With its fresh look, new standard and optional equipment and innovative operating system, the MINI Convertible continues a success story that began some three decades ago. After the prototype at the British Motor Show in Birmingham in 1992 had already caused enthusiastic reactions from the public, a convertible version was added to the classic Mini for the first time. And even after the relaunch of the brand, fans did not have to do without open-top driving fun in typical MINI style. Since 2004, the combination of go-kart feeling and open-air fun has thrilled discerning target groups all over the world. At times, MINI's open-top four-seater was the best-selling convertible in the world.

The current MINI Convertible is not only the original in its vehicle class, but also a true one-off as the only open-top model in the premium small car segment. Three equally powerful and efficient engines with MINI TwinPower Turbo technology ensure driving pleasure made to measure. The MINI John Cooper Works Convertible (fuel consumption combined: 7.4 - 7.1 l/100 km according to WLTP, 7.4 - 7.1 l/100 km according to NEDC; CO2 emissions combined: 167 - 161 g/km according to WLTP, 169 - 163 g/km according to NEDC), with its 170 kW/231 hp engine, makes the wind blow even more powerfully.



Media information

Date 12 May 2021

Topic The MINI Convertible: the future is ready for it.

Page 3

The MINI Convertible enjoys particularly great popularity in the German car market, followed by the USA and Great Britain. Especially in these countries, but also in many other regions around the globe, the news of the planned continuation of the model history is likely to cause a sensation. "Last year, almost one in five MINI customers in Germany opted for open-top driving fun," said Bernd Körber. "This demonstrates the great enthusiasm of the MINI community for a vehicle concept like this in the future."

Fuel consumption, CO₂ emission figures and power consumption were measured using the methods required according to Regulation VO (EC) 2007/715 as amended. They refer to vehicles on the automotive market in Germany. For ranges, the NEDC figures take into account differences in the selected wheel and tyre size, while the WLTP figures take into account the effects of any optional equipment.

All figures are already calculated on the basis of the new WLTP test cycle. NEDC values listed have been calculated back to the NEDC measurement procedure where applicable. WLTP values are used as a basis for the definition of taxes and other vehicle-related levies that are (also) based on CO₂ emissions and, where applicable, for the purposes of vehicle-specific subsidies. Further information on the WLTP and NEDC measurement procedures is also available at www.bmw.de/wltp can be found.

For further details of the official fuel consumption figures and official specific CO₂ emissions of new cars, please refer to the "Manual on the fuel consumption, CO₂ emissions and power consumption of new cars", available at sales outlets, from Deutsche Automobil Treuhand GmbH (DAT), Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Schramhausen and at <https://www.dat.de/co2/>.

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Media information

Date 12 May 2021

Topic The MINI Convertible: the future is ready for it.

Page 4

The BMW Group

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

In 2020, the BMW Group sold over 2.3 million passenger vehicles and more than 169,000 motorcycles worldwide. The profit before tax in the financial year 2020 was € 5.222 billion on revenues amounting to € 98.990 billion. As of 31 December 2020, the BMW Group had a workforce of 120,726 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

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