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MINI ELECTRIC FEATURED AT 2021 AMELIA ISLAND CONOURS D'ELEGANCE

New 2022 MINI Cooper SE featured with its progenitor, the 2009 MINI E to highlight electrification theme of this year's Concours event.

Amelia Island FL - Friday, May 21, 2021 – MINI USA is showcasing its electrified past and present at the [2021 Amelia Island Concours d'Elegance](#). Featured at the event is the newly designed and updated 2022 MINI Cooper SE Hardtop 2 Door electric, alongside its progenitor, the 2009 MINI E, which was the company's first battery electric vehicle made available to customers.

A key theme for this year's Amelia Island Concours is the electric car's place in history, looking at the past, present, and future. The MINI electrics stand out among a field of classic and new EVs on display, highlighting MINI's place among its fellow EV pioneers. The MINI Cooper SE has the additional distinction of being part of the event's "Taking Charge" parade on Sunday, May 23rd, where several featured EVs will process across the reviewing stand.

"With the focus of this year's event on electric mobility, MINI USA is delighted to be part of the 2021 Amelia Island Concours d'Elegance, said Patrick McKenna, Department Head of Marketing, Product and Strategy, MINI USA. "The new MINI Cooper SE reflects MINI's historic and iconic character making it the most 'fun to drive' yet most attainable EV on the U.S. market."

In addition to the past and present MINI EV models, MINI is also displaying two Issigonis-designed Classic Minis from their last production run in 2000. Local MINI car club owners have also been invited to display up to 20 of their cars at the Cars and Coffee event on Saturday, May 21.

The new 2022 MINI Cooper SE

Following its successful launch last year, the new MINI Cooper SE is now updated for the 2022 Model year as of March production 2021. Updates include redesigned front and rear exterior styling, redesigned interior, dash and display elements, a range of new colors and a unique Multitone Roof, which features a color gradient of blue, aqua, and black. The “wet-on-wet” paint application is an industry-first thanks to a new, innovative painting technology at Plant Oxford.

The MINI Cooper SE creates its own identity as an electric, with its yellow-accented 'S' and closed-off radiator grille and available 17” Power Spoke wheels. Key interior and equipment updates on the 2022 MINI Cooper SE include a new steering wheel design, new center instrument design with 8.8” screen, heated steering wheel, lane departure warning, and Sirius Satellite Radio as standard.

With its pricing, the MINI Cooper SE remains the most attainable EV in the marketplace – especially when factoring in federal and state credits. For the 2022 model year, MINI USA held MSRP to last year’s pricing level at \$29,900 (plus 850 destination and handling). Factoring in the \$7,500 federal EV credit, not to mention EV credits from several states, the cost can be under \$20,000 for many customers.

In addition to its instantly recognizable design character, the MINI Cooper SE is fun-to-drive, offering sharp reflexes and go-kart handling, with the added benefit of instant power delivery of its electric drivetrain. For 2022, range is now EPA rated at 114 miles.

In addition, the MINI Cooper SE has also recently earned two important distinctions, URBAN GREEN CAR OF THE YEAR as named by Green Car Journal and the number 2 spot in the “Greenest Car” ratings by GreenCars.org. These accolades independently validate the appeal and success of the Cooper SE.

MSRP - MINI Cooper SE Hardtop 2 Door (no change from 2021 to 2022 MY)

Trim	MY 21	MY22
Classic	\$29,900	\$29,900
Signature	\$33,900	\$33,900
Iconic	\$36,900	\$36,900

The 2009 MINI E

When it was launched in 2009, the MINI E established MINI and parent company, the BMW Group as the world’s first manufacturer of premium automobiles to deploy a fleet of 500 all-electric vehicles for private use in daily traffic. The MINI E made its world premiere at the Los Angeles Auto Show on November 19, 2008 and was initially made

available to select private and corporate customers as part of a pilot in the US states of California, New York and New Jersey.

The MINI E was available for a 1-year lease at \$850 per month and was a successful test case laying the cornerstone of the BMW Group's electrification strategy. The first customers, referred to as "Electronauts", played an invaluable role in helping to shape the future of BMW Group electrification by contributing their feedback, opinions and data during their time with the car.

The MINI E is powered by a 150 kW (204 hp) electric motor fed by a high-performance rechargeable lithium-ion battery, transferring its power to the front wheels via a single-stage helical gearbox, nearly silent, and entirely free of emissions. Specially engineered for automobile use, the battery technology provided an EPA range of 100 miles.

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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