

MINI VISION URBANAUT MAKES NA DEBUT



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MINI VISION URBANAUT CONCEPT MAKES IT WAY TO LOS ANGELES FOR NORTH AMERICAN DEBUT

MINI showcases the vehicle tangibly representing its futuristic vision of mobility at BMW Group Media Exhibition

Los Angeles, Calif. – November 16, 2021 – Last year, MINI presented to the world an all-new interpretation of sustainable electric mobility through an innovative vision of space, highlighting sustainable materials at work. Following its global debut in Munich earlier this year, the MINI Vision Urbanaut concept vehicle makes its North American debut today at [\[SPACE\] by BMW](#) in Los Angeles. The press reveal of the concept showcases its sustainable use of materials and a clever spatial design employed in the MINI Vision Urbanaut concept.

The MINI Vision Urbanaut concept creatively maximizes its use of space as a small urban car, both inside and out, to provide a direct perspective of MINI's innovative ideas for the future of mobility. In doing so, the vehicle's design looks to evoke the unforgettable feelings drivers experience behind the steering wheel, coined "MINI Moments."

The efficiency of space translates to a sustainable design, as well, which will be reflected in upcoming MINI vehicles. The Urbanaut's interior was created without leather or chrome, which will be rolled out in the next MINI model generation, and its electric drive system ensures locally emission-free mobility.

"At MINI Design we believe that the best way to understand the overall concept behind the MINI Vision Urbanaut is to experience it. The feeling of space and the innovative materials are just asking to be explored. That is why it was very important for us from the outset to also make a physical model of the MINI Vision Urbanaut," said Oliver

Heilmer, Head of MINI Design. “And now that moment has come. We have planned and built every aspect of the model – which allows people to experience all of the facets of the MINI Vision Urbanaut – at our MINI Design Studio in Munich.”

The MINI Vision Urbanaut’s North American showcase will be presented by Oliver Heilmer and will be attended by additional MINI leadership including Mike Peyton, Vice President of MINI of the Americas, and Patrick McKenna, Head of Marketing, Product and Strategy for MINI USA.

The [SPACE] by BMW, located in [The Grove](#) retail and entertainment complex in Los Angeles, will host the physical unveiling from November 16-17. For more information on the design of the MINI Vision Urbanaut and its conception, check out the global launch release [here](#). The following image galleries are also available for media download:

- [Oliver Heilmer, Head of MINI Design and the MINI Vision Urbanaut](#)
- [MINI Vision Urbanaut – Studio](#)
- [MINI Vision Urbanaut – Making of](#)
- [MINI Vision Urbanaut - Munich](#)

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 110 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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