

MINI BRICK LANE EDITION



Contact:

Andrew Cutler

Head of Corporate Communications

MINI USA

201.307.3784

andrew.cutler@miniusa.com

Rob Duda

MINI USA News Bureau

908.347.1243

rduda@peppercomm.com

MINI USA ADDS BRICK LANE EDITION TO ROBUST SPECIAL EDITION LINEUP

Woodcliff Lake, NJ – February 17, 2022 – MINI USA today announced the addition of a fourth special edition to already robust special edition lineup – The MINI Brick Lane Edition. Inspired by London’s home of street art, the Heart of the East End, where the city’s most vibrant bustle of sounds, colors and tastes takes place, the MINI Brick Lane Edition has individuality as its trademark. The 2022 MINI Brick Lane edition will hit U.S. dealers in March as both Cooper S Hardtop 2 Door and 4 Door, with a Manufacturer’s Suggested Retail Price (MSRP) of \$35,675 for the Hardtop 2 Door and \$36,675 for the Hardtop 4 Door, plus an additional \$850 for Destination and Handling.

Exterior Features

The exterior of the MINI Brick Lane Edition features a White Silver Metallic body, the contrast roof painted in a unique Soul Blue, black mirror caps, and chrome trim. On the bonnet and across the side, bold graphics in Frozen Blue, Mint, and Soul Blue characterize the traditional lines of the bricks and modern colors of the art scene of Brick Lane. This finish is offset with a host of accessories including side scuttle inlays, C-pillar decals, and wheel center cap in the Brick Lane motif. Additionally, the exterior features 17" Tentacle Spoke Black wheels wrapped in all-season tires. For the feeling of open air, a panoramic moonroof is also included.

Interior Features

Interior features include sports seats in Carbon Black Cross Punch Leather with heated front seats, heated Nappa Leather steering wheel, interior surfaces in Piano Black, an anthracite headliner, universal garage-door opener, Harman/Kardon premium sound system, Storage Package, and to keep you comfortable, dual-zone automatic climate control.

The included Touchscreen Navigation Plus Package features; MINI Assist eCall, MINI Head-Up Display, TeleServices, Advanced Real-Time Traffic Information, Concierge Services, Remote Services, Apple CarPlay, Wireless Charging, and Dynamic Digital Instrument Cluster.

The Brick Lane Edition comes with the choice of a 6-Speed Manual or 7-Speed Sport Dual Clutch Transmission, both at no cost. The Dual Clutch Transmission allows the driver to switch between automatic and manual mode, offering manual operation via the steering wheel paddle shifters or with the gear lever in the left position.

The MINI Brick Lane Edition will begin arriving at U.S. dealerships in mid-March 2022.

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 authorized MINI USA dealer organization is represented by a network of 115 locations comprised of 105 MINI full passenger car sales and service dealers and 10 service exclusive outlets located throughout the US. 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.

#