

MODEL YEAR 2023 PRICING & EQUIPMENT UPDATES



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MODEL YEAR 2023 MINI LINEUP PRICING AND EQUIPMENT UPDATES

Woodcliff Lake, NJ – February 24, 2022 – MINI USA presents its Model Year 2023 vehicle lineup with updates to options, and equipment. These updates advance MINI's pursuit to deliver a unique "fun-to-drive experience with MINI's hallmark iconic design and compact dimensions as the definitive British premium small-car brand.

The most notable updates to the 2023 MINI model line-up include the news that Apple CarPlay is now standard equipment across the full model range regardless of trim level or variant. Also, for the first time ever, MINI is producing a full range of special editions across the current model lineup, all to be launched at the same time. This includes the MINI Resolute Edition Hardtops and Convertibles, the MINI Clubman Untold Edition, and the MINI Countryman Untamed Edition.

Full details on the MY 2023 vehicles, including up-to-date trim packages/pricing and technical specification sheets, will be released with updated press kits for each model closer to start of production in March 2022.

WHAT'S NEW/CHANGED?

MINI Hardtop 2 Door, MINI Hardtop 4 Door, and MINI Convertible

Zesty Yellow added to Hardtops

- Originally launched on the updated 2022 MINI Convertibles, Zesty Yellow is now coming to the MINI Cooper S and JCW Hardtop 2-Door and the Cooper S Hardtop 4 Door in the Signature and Iconic trims.
- Zesty Yellow is still available for Cooper, Cooper S and JCW Convertibles in the Signature and Iconic trims.

Multitone Roofs added to Hardtops

- An industry-first paint application that was introduced on the 2022 MINI Hardtops, two additional multi-tone roofs are now available for all Hardtops in the Signature and Iconic trims. Joining the Multi-tone Blue roof is the Multi-tone White and Multi-tone Red roof options.



MINI Cooper SE Electric adds colors and seats

- Island Blue is now offered with Signature Plus and Iconic trims on the MINI Cooper SE. Rooftop Gray no longer available for the 2023 MINI Cooper SE.
- Iconic trim now expands its upholstery selections, adding Cloth Leatherette Back Pearl and Cloth Leatherette Black Pearl Light Checkered also available in the Signature Plus trim and adding Chesterfield Leather Malt Brown previously not available on the MINI Cooper SE as choices. Cloth and leatherette seats will be added to the Iconic trim on MINI Cooper SE.

Special Editions

- The newly announced MINI Resolute Edition will come in the MINI Hardtop 2 Door (including the MINI Cooper SE electric vehicle), the MINI Hardtop 4 Door, and the MINI Convertible.
- The MINI Sidewalk Edition Convertible will continue for MY 2023 in Rooftop Grey metallic, Zesty Yellow and Deep Laguna metallic.

Changes to Driver Assistance package

- On the MINI hardtops and Convertibles, the Driver Assistance package has been modified to include Park Assist and Head-Up Display.
- Active Cruise Control has been separated from the Driver Assistance Package and made a standalone option allowing the Driver Assistance package to be ordered regardless of type of transmission.
- Active Cruise Control is available exclusively for the Cooper S, Cooper SE with Signature Plus and JCW Hardtops and Convertibles with automatic transmissions.
- The Cooper SE Iconic trim continues to offer the Driver Assistance package with Park Assist, Head-Up Display and Active Cruise Control.

These new Hardtop and Convertible models will start production in March 2022 and will include the MINI Hardtop 2 Door (Cooper, Cooper S, Cooper SE and John Cooper Works), the MINI Hardtop 4 Door (Cooper and Cooper S) and the MINI Convertible (Cooper, Cooper S and John Cooper Works) variants.

MINI Countryman and Clubman

Multitone Roofs added to Clubman

The multi-tone roof option is now extended to include the Clubman lineup available in the Signature and Iconic trims. They include Multi-tone Blue, Multi-tone White and Multi-tone Red roof options.

Spacesaver Spare Tire goes solo

- The Spacesaver Spare Tire is now only available as a standalone option.

Special Editions

- The MINI Untold Edition will be available on the MINI Clubman, including the 301hp high-performance John Cooper Works model.
- The MINI Untamed Edition will be available on the MINI Countryman including the MINI Cooper SE Countryman ALL4 plug-in hybrid model.

Changes to Driver Assistance package

- On the MINI Clubman and Countryman models, the Driver Assistance package has been modified to include Park Assist and Head-Up Display.
- Active Cruise Control has been separated from the Driver Assistance Package and made a standalone option allowing the Driver Assistance package to be ordered regardless of type of transmission.

The Clubman and Countryman models will start production in March 2022 and will include the MINI Clubman (Cooper S, Cooper S ALL4 and John Cooper Works) and the MINI Countryman (Cooper, Cooper ALL4, Cooper S, Cooper S ALL4, John Cooper Works ALL4 and Cooper SE ALL4 PHEV) variants.

TRANSMISSIONS AND PRICING OVERVIEW

Continuation of manual transmission

- For the 2023 model year, MINI is once again offering manual transmissions on a range of its models. These include:

#	2022 MINI Hardtop and Convertible Models with Manual Transmissions
1.	MINI Cooper 2-door Hardtop
2.	MINI Cooper 4-door Hardtop

3.	MINI Cooper S 2-door Hardtop
4.	MINI Cooper S 4-door Hardtop
5.	MINI John Cooper Works 2-door Hardtop
6.	MINI Cooper Convertible
7.	MINI Cooper S Convertible
8.	MINI Cooper S Clubman (FWD)

Exceptions include:

- The 2023 model year MINI John Cooper Works Convertible, which exclusively features a standard 8-Speed Steptronic Sport automatic transmission.
- The 2023 MINI Cooper S Clubman ALL4 and MINI John Cooper Works Clubman All4
- All 2023 MINI Countryman models

2023 Model Year Pricing

For the 2023 Model Year, MINI USA raised the price of only the Cooper variants by \$500, and kept pricing unchanged for the remaining model variants, further enhancing accessibility and value for MINI customers.

MODEL / VARIANT	MY 2022 BASE MSRP	MY 2023 BASE MSRP	Change \$
MINI Hardtop 2 Door			
Cooper Hardtop 2 Door	\$22,900	\$23,400	+\$500
Cooper S Hardtop 2 Door	\$26,900	\$26,900	\$0
Cooper SE Hardtop 2 Door	\$29,900	\$29,900	\$0
John Cooper Works Hardtop	\$32,900	\$32,900	\$0
MINI Hardtop 4 Door			
Cooper Hardtop 4 Door	\$23,900	\$24,400	+\$500
Cooper S Hardtop 4 Door	\$27,900	\$27,900	\$0
MINI Convertible			
Cooper Convertible	\$27,900	\$28,400	+\$500
Cooper S Convertible	\$31,900	\$31,900	\$0
John Cooper Works Convertible	\$38,900	\$38,900	\$0
MINI Clubman			
Cooper S Clubman	\$29,900	\$29,900	\$0
Cooper S ALL4 Clubman	\$32,900	\$32,900	\$0
John Cooper Works Clubman ALL4	\$39,500	\$39,500	\$0

MINI Countryman			
Cooper Countryman	\$29,100	\$29,600	+\$500
Cooper Countryman ALL4	\$31,100	\$31,100	+\$500
Cooper S Countryman	\$31,900	\$31,900	\$0
Cooper S Countryman ALL4	\$33,900	\$33,900	\$0
Cooper SE Countryman ALL4 (PHEV)	\$41,500	\$41,500	\$0
John Cooper Works Countryman ALL4	\$41,500	\$41,500	\$0

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.

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