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**MINI USA CELEBRATES 20TH ANNIVERSARY IN THE U.S. WITH SPECIAL
EDITION**

Woodcliff Lake, N.J. – September 21, 2022 – [MINI USA](#) today announced the launch of the MINI 20 Years Edition, in celebration of the brand's 20 years in the U.S. The special edition has been produced as a 2023 MINI Cooper S Hardtop 4 Door and will arrive at dealers in the U.S. this month with a Manufacturer's Suggested Retail Price (MSRP) of \$36,315 plus an additional \$850 for Destination and Handling.

Patriotic Exterior.

While MINI launched in the U.S. back in 2002 in Chili Red, the MINI 20 Years Edition is available in three Patriotic colors: Chili Red, Pepper White, and Island Blue. These three body colors represent the core elements of the American and British flags, a perfect way to commemorate 20 Years in America. The exterior also features a Silver Roof and Mirror Caps as well as Piano Black trim. The bonnet includes an offset stripe accented in red, white and blue on the driver side and a star adorning the passenger side. The design is offset with a host of accessories including Side Scuttle inlays, Door Sill Plates, and C-Pillar decals. Additionally, the exterior features the 17" Tentacle Spoke black wheels wrapped in All-Season Tires. Also included are Roof Rails and the Panoramic Moonroof.

Sporty Interior.

The interior of the MINI 20 Years Edition features sports seats in Carbon Black Leatherette and a Nappa Leather Steering Wheel with 20 Years Edition insert. Paddle shifters support a 7-Speed Sport Dual Clutch Transmission. The interior surface features Piano Black with 20 Years graphics and Anthracite Headliner. Comfort features include Dual-Zone Automatic Climate Control, , Heated Front Seats, Storage Package, as well as Touchscreen Navigation Package, MINI Assist eCall,

TeleServices, Advanced Real-Time Traffic Information, Remote Services, Apple CarPlay, Enhanced Bluetooth with USB, and a Dynamic Digital Instrument Cluster.

The MINI 20 Years Edition units went into production in July 2022 and are expected to begin arriving at U.S. dealerships this month.

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 [MINIUSANEWS.com](https://www.miniusanews.com).

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