

MINI COOPER S CONVERTIBLE SEASIDE EDITION COMES TO US SHORES



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

REFLECTIONS OF A COASTAL DREAM: THE MINI COOPER S CONVERTIBLE SEASIDE EDITION NOW AVAILABLE IN THE U.S.

US pricing and equipment announced for New Special Edition that marks 30th anniversary of the sporty open-top MINI four-seater.

Woodcliff Lake, N.J. – February 28, 2023 – Waves rolling gently onto the beach and the endless horizon in view – a day at the seaside offers refreshingly expansive perspectives and a feeling of freedom. In line with this, the new MINI Cooper S Convertible Seaside Edition, celebrating 30 years of individual style and maximum fresh-air driving fun is destined for U.S. shores.

To mark the anniversary of the brand's very first classic open-top four-seater, MINI presents this sporty and instantly classic model with exclusive equipment and design features and finished in either a shimmering blue Caribbean Aqua or in light Nanuk White body color. An exclusive number of around 500 MINI Seaside Editions will be available to U.S. consumers, with pricing for this special model set at \$45,460 MSRP, plus an additional \$995 for Destination and Handling.

With production expected between March and July 2023, the limited Seaside Edition will accentuate this stylish convertible's hallmark features with an edition-specific design in the exterior and interior.

The trim on this edition is unique, with each element in high-gloss white. Across the side, a stripe reaches from the side scuttle all the way to the taillights. Patterns commemorating 30 years of fresh air motoring can be found in the side scuttles, front bumper decal, and wheel center caps. The 18" Pulse Spoke 2-tone wheel exclusively found on the Caribbean Aqua metallic version is wrapped in summer performance tires, while the Nanuk White metallic's 17" Roulette Spoke 2-tone wheel features all-season tires.

Entering the vehicle, the trim strips on the vehicle doors with two white stripes and Seaside lettering conveying the exclusive aura of the interior. The Carbon Black leather seats with comfortable knee rolls and armrests in the doors offer comfort while harmonizing perfectly with the two exterior finishes when the soft top is open. The floor mats and decorative trim strips on the front dashboards also feature edition-specific design with badges, printed patterns and lettering emulating the anniversary theme.

Based off the Cooper S Convertible with Iconic trim, additional features include the Nappa Leather steering wheel with the Seaside Edition inlay with steering wheel heating, a choice of either a Sport Dual Clutch/Automatic Transmission or a 6-speed manual transmission at no additional cost, heated front seats, Storage Package, Parking Assistant, Harman Kardon premium sound system, and to keep drivers comfortable, dual-zone automatic climate control.

A Touchscreen Navigation Package is also included, featuring MINI Assist eCall, TeleServices, Advanced Real-Time Traffic Information, Apple CarPlay, and much more.

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 104 MINI full passenger car sales and service dealers 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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