

FIFTH GENERATION MINI COOPER S – NORTH AMERICAN DEBUT



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

NEXT GENERATION MINI COOPER S HARDTOP HITS THE STREETS OF NEW YORK FOR NORTH AMERICAN DEBUT

Fifth generation iconic MINI Hardtop arrives days after MINI's 22nd birthday in the U.S. and on the eve of the New York International Auto Show. Full US specs, equipment, and pricing now available.

Woodcliff Lake, NJ – March 26, 2024 – On the eve of the 2024 New York International Auto Show and just days after MINI's 22nd birthday in the U.S., MINI USA makes the North American debut of the new, next-generation 2025 MINI Cooper S 2-door in an unconventional way.

Making its way through the streets of New York City, showcasing its all-new design, the next-generation MINI Cooper S 2-door presents a bold statement for the New MINI Family of models from the historic brand. With its classic design and proportions, the new 2-door model is part of the most significant transformation for the brand since the very first Mini was launched 65 years ago. This transformation will see the introduction of a completely new MINI family of vehicles over the course of this year into 2025, continuing MINI's legacy as a lasting icon in the automotive world.

For US customers, the new MINI Cooper S comes exclusively with 2.0-liter 4-cylinder engines, generating an output of 201 horsepower and a maximum of 221 ft-lbs. of torque, accelerating the car from 0 to 60 MPH in 6.3 seconds. Equipped with a suspension and damping system designed for agile handling, the new model retains the brand's go-kart feeling for an instantly recognizable feeling behind the wheel.

"Much like the dramatic presence of New York's titanic skyscrapers on the compact island of Manhattan, the MINI Cooper S is power and poise in a small, space efficient package." said Mike Peyton, Vice President of MINI of the Americas. "Seeing the new,

MINI Cooper S having fun on the streets of New York is a testament to MINI as a small, fun-to-drive car with a big heart.”

With its classic “MINI” silhouette, the new MINI Cooper S 2-door offers contemporary minimalism in its new compact design, while horizontal LED daytime lights underline the car’s new appearance. A total of 12 ultrasonic sensors also envelope the MINI Cooper S 2-door to support driver assistance systems and increase driving safety.

The interior focuses on minimalist design and new materials with an eye for sustainability. Technical innovations are emphasized with the MINI Operating System 9 and an industry-first, high-resolution OLED display with intuitive touchscreen capabilities for control of navigation, media and more.

New customizable MINI Experience Modes and a wide range of digital functions create an even more immersive user experience. As part of the optional MINI Experience Modes, two projector units beam various illuminated graphics onto the dashboard. The interplay of visual design, ambient lighting and sound design changes the appearance of the cockpit and opens new possibilities for personalizing the MINI Cooper S.

For US customers, the new “Classic” and “Favoured” styles offer a wide range of customization options in keeping with the MINI’s expressive brand personality. Depending on the trim, the new MINI Cooper S 2-door is available with different body paint finishes and interior trims. All colors can be combined with one of three roof colors and create a variety of contrasts. An exclusive option in conjunction with the Favored Trim package is the Spray-Tech design of the distinctive Multitone Roof. This features a three-color gradient. This unique roof treatment will be available to US customers starting as of July production of this year. When it comes to wheels, the new MINI Cooper S will come with a choice of aerodynamically optimized designs available in 17-inch to 18-inch aluminum rims.

The MINI Cooper S started production this month, with a vehicles arriving at dealers in May. The new MINI Cooper S 2-door will come with a base MSRP of \$32, 200 plus \$995 destination and handling. For full technical specs and option pricing, please visit this [landing page](#) at MINIUSANEWS.com.

To learn more about the upcoming MINI Cooper S, visit <https://www.miniusa.com/future-models/cooper-2-door.html>.

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

#