

# THE NEW MINI CONVERTIBLES



Andrew Cutler  
Head of Corporate Communications, MINI USA  
201.307.3784  
[Andrew.Cutler@miniusa.com](mailto:Andrew.Cutler@miniusa.com)

Rob Duda  
MINI USA News Bureau  
Peppercomm  
908.347.1243  
[rduda@peppercomm.com](mailto:rduda@peppercomm.com)

**Munich Germany – October 9, 2024**

**ALWAYS OPEN: UNMISTAKABLE DRIVING FUN IN THE NEW MINI COOPER AND COOPER S CONVERTIBLES.**

## **TABLE OF CONTENTS.**

Introduction. The highlights. 02

### **The exterior.**

Charismatic convertible with purist design. 03

Hallmark MINI design with expressive highlights. 03

Fully automatic fabric soft top for safe driving fun. 04

A dozen body finishes and three individual trims. 04

### **The interior.**

Minimalist, open feel that makes you feel at home. 05

High-resolution OLED display with touch function. 05

MINI Experience Modes create immersive driving experiences. 05

Modern classic: Newly designed toggle switch bar. 06

Individual trims for the interior. 06

### **The drive.**

Three efficient four-cylinder petrol engines. 06

Open-air rides with outstanding driving dynamics. 07

### **Digital services.**

The new MINI Intelligent Personal Assistant. 07

Progressive assistance systems increase safety. 08

Easy-to-use connectivity and intuitive interaction. 08

US pricing and availability 09

### **The new MINI Convertibles.**

The new generation of the MINI Convertibles rounds off the current MINI family with a model that is full of unique features. MINI presents the new convertible models that perfectly embodies the brand's openness. "Always Open" - this traditional claim of the MINI Convertibles aptly describes the model's philosophy. The folding roof opens fully automatically in just 18 seconds, allowing the driver to always enjoy the breeze and sunshine. Whether in the city, on country roads or on the highway, the MINI Convertibles offers pure freedom and unmistakable driving pleasure.

The open-top four-seater combines space-saving proportions with fascinating open-air driving fun. With the MINI Convertibles, one of the most emotional models in the new MINI family returns to the MINI plant in Oxford - the home of the British premium brand.

"We are very proud to be able to offer our customers a true convertible in the current MINI family. Our new MINI Cooper and Cooper S Convertible offers unmistakable, hallmark driving fun, coupled with boundless freedom and great emotions: Always Open. Iconic design combined with modern technology and connectivity make this vehicle an unrivalled experience for our customers," says Stefan Richmann, Head of the MINI brand.

For an extra dose of sunshine, the fully automatic soft top can be opened in two ways: either like a sunroof or fully retracted. This is still unique in the premium small car segment. The soft top disappears behind the rear seats to save space and can also be conveniently stowed in the luggage compartment when folded down.

In the new MINI Convertibles, open-air fans can enjoy every moment, even with the soft top folded back. MINI is using the Always Open Timer again for exactly this purpose. On the OLED display of the central instrument, this shows the open top travel time offering fresh air fans a dose of playful ease.

Globally, three efficient four-cylinder petrol engines deliver the brand's signature go-kart feel with an impressive engine sound. Like the new MINI Cooper, the Convertible is available in C and S versions as well as in performance oriented JCW version.

**For the US market,** the MINI Cooper Convertible comes with a 2.0 liter turbocharged four-cylinder engine that produces 161 horsepower and a maximum of 184 ft-lbs. of torque. The 2.0-liter turbo charged four-cylinder engine in the MINI Cooper S convertible is further tuned to produce 201 horsepower and a maximum of 221 ft-lbs. of torque.

The design emphasizes the character of the new MINI Convertibles with clean surfaces and accentuated details. Round LED headlights and a redesigned front grille emphasize the model's charismatic appearance with classic design features in a modern

interpretation. A variety of exterior paints interior finishes, and fresh accents lend the new Convertibles the brand's signature design highlights.

The fully automatic soft top can be activated at the touch of a button and can also be fully retracted at speeds of up to 30 km/h (18.6 mph). When the roof is closed, the sunroof function can be used at any time with an opening length of up to 40 centimeters (15.7 inches). A wind deflector between the cockpit and the rear optimizes airflow for a carefree open-air feeling. Innovative driver assistance systems make driving the MINI Convertibles even safer and more comfortable. A significant increase in digital technologies creates new possibilities for personalizing the interior and simplifies the use of smartphones and apps.

### **The exterior.**

#### **Charismatic convertible with purist design.**

Compact proportions, short overhangs, and sporty wheels all give the MINI Convertibles plenty of agility and maneuverability for maximum driving fun. With its focused expression, the front-end signals openness and shapes the charismatic character of the new MINI Convertibles with high recognition value. Newly designed exterior details enhance the striking appearance of the model, which is unique in the premium small car segment.

The shoulder line continues into the lower part of the black soft top. This separates the surrounding window area from the cleanly designed body. This three-part exterior is typical of the brand. It makes the MINI Convertibles unmistakable originals. The woven fabric soft top is available in black and optional with a grey Union Jack, a nod to the brand's British origins.

#### **Hallmark design with expressive highlights.**

The front end of the MINI Convertibles shows the typical face of the brand with its iconic round headlights and the newly designed front grille. The octagonal-shaped surround encompasses the wide air inlets in either Vibrant Silver or gloss black.

Standard LED headlights with light signatures are available in three versions to emphasize the car's character. A specially orchestrated welcome and goodbye animation with MINI logo projections on the ground of the driver's and passenger's side enhances the emotional connection to the MINI Convertibles even before you get in.

From the side, the clean lines of the sporty body are characterized by the striking contrast between the short overhangs and the long wheelbase. The reduced design of the body emphasizes the elegant impression of the vehicle's silhouette and gives the MINI Convertibles a generous appearance despite its small exterior dimensions of 3,879 mm (152.7 inches) in length, 1,431 mm (56.3 inches) in height and 1,744 mm (68.6 inches) in width. To match the unmistakable driving fun, the new MINI Convertibles are available with aerodynamically optimized wheel designs in sizes ranging from 16 to 18 inches, depending on the model variant. **For the US market**, a variety of 17- and 18-inch wheels are available.

The rear view is characterized by the flush design of the vertically aligned LED rear lights. The rear section is divided by a black handle strip with striking model badge, whose horizontal alignment emphasizes the MINI Convertible's wide stance.

**Fully automatic fabric soft top for safe driving fun.**

The high-quality soft top protects the occupants in all weathers. Thanks to its electric and extremely quiet drive, the folding roof can be fully opened in 18 seconds, even at speeds of up to 30 km/h (18.6 mph). At the same time, the window bars and side windows are lowered to provide a completely unobstructed view of the surroundings. The soft top closes in 15 seconds at the touch of a button. For fresh air at all times, the sunroof can be opened to a length of 40 centimeters (15.7 inches), regardless of speed.

Concealed behind the headrests at the rear of the MINI Convertible, the integrated rollover protection system is activated automatically as soon as the central safety electronics detect a risk of rollover.

When the soft top is open, the MINI Convertibles have a luggage compartment volume of 160 liters (5.65 cubic feet) thanks to a particularly space-saving folding system for the soft top, when the soft top is closed, this expands to 215 liters (7.59 cubic feet). To maximize the loading height of the luggage compartment, the storage area behind the rear seats can be raised using two locking handles. The tailgate opens downwards to facilitate loading, demonstrating once again the versatility of the MINI Convertibles. The wind deflector behind the driver and passenger seats can be easily locked in place. It reduces wind noise and unwanted air turbulence when driving with the roof open.

**A dozen body finishes and three individual trims.**

Globally twelve paint finishes are available for the new MINI Convertibles, including the exclusive and elegant Copper Grey. Optional mirror caps in Jet Black and Glazed White make a strong statement. Three different trims (called styles in the US) further enhance the Convertible's sporty-elegant individuality. The Classic Trim features a black-trimmed front grille for maximum clarity. The Favoured Trim front grille version is in Vibrant Silver grille with a choice of 17-inch or 18-inch wheels.

The JCW Trim gives the MINI Convertibles an extremely sporty appearance. This equipment variant inspired by motorsports has its very own distinctive front and rear design. The front grille surround and JCW logo are finished in high-gloss black. The rear section is muscular in shape and the all-round trim is finished in high-gloss black.

**For the US market** two individual trims or what are otherwise referred to as “styles” including Classic Style and Favoured Style are available, along with a total of 11 paint colors.

## **The interior.**

### **Minimalist, open feel that makes you feel at home.**

The interior design of the new MINI Convertibles focuses on minimalist details and textile surfaces. This is part of the new "Charismatic Simplicity" design language of the entire MINI family with fewer components, clever design, and high-quality workmanship. Three key elements structure the cockpit: A sporty steering wheel, the central OLED display, and the classic, newly designed toggle switch bar.

Directly behind the steering wheel, the Head-up Display projects all relevant information into the driver's field of vision. This means that the dashboard on the driver's side does not require an additional instrument panel and, in keeping with the open-top driving fun, allows a clear view to the front. The textile surfaces in the cockpit are based on a newly developed knitted material and create a pleasant atmosphere. The two-tone fabric is made from recycled polyester and has an easy-care texture.

Comfortable seats for the driver and front passenger add to the modern, airy feel of the well-designed cockpit. There is a choice of grey or black seats in a combination of synthetic leather and textile silhouette in blue. The JCW sport seats are available in beige and Nightshade Blue synthetic leather with contrasting stitching.

### **High-resolution OLED display with touch function.**

The new central instrument in the cockpit of the MINI Convertibles combine innovative technologies in an extremely flat design. The high-quality 240 mm (9.45 inch) diameter glass surface allows the driver and front passenger to operate all vehicle functions conveniently by touch or voice. The innovative MINI Operating System 9 simplifies connectivity and brings apps and digital content from the smartphone to the display. This turns the MINI Interaction Unit into both a comfort and experience center.

Thanks to advanced OLED technology, the contents of the display are high-contrast and easy to see, even with the soft top open and in bright sunlight. Speed is displayed at the top of the screen, and tapping on the speed display opens a large full-screen speedometer that focuses on the driving experience.

The other widgets are shown in thumbnail view in the Home menu, to the left and right of the current menu function. These can be moved to the center and selected by means of a horizontal swiping movement. In the lower area of the OLED display, the menu items Navigation, Media, Telephone and Climate can be selected directly at any time.

### **MINI Experience Modes create immersive driving experiences.**

Seven MINI Experience Modes can be selected to change the interior ambience and highlight different aspects of the MINI Convertibles - even with the top down. The design of the OLED display changes depending on the selected setting and focusses on specially designed driving experiences. In Go-Kart Mode there is a highly dynamic focus on MINI's racing DNA, for example. The display as well as the dashboard and the interior door panels are then dominated by the colors anthracite and red, while specific

analogue displays for driving dynamics complement this John Cooper Works-inspired MINI Experience Mode.

To achieve this, two projector units behind the round instrument panel beam special illuminated graphics with different patterns and colors onto the dashboard when the top is closed. Changes are made to the color scheme of the light patterns and to the ambient lighting in the entire interior depending on the Experience Mode selected.

Personal Mode offers innovative options for a particularly personalized cockpit design. In this mode, a personal photo can be uploaded via the MINI app and chosen as the display background. A digital color picker then identifies the dominant colors of the photo for projection onto the textile dashboard surfaces. The ambient lighting under the dashboard and in the doors are also color-coded to match these projections.

### **Modern classic: Newly designed toggle switch bar.**

The toggle switch bar in the center of the cockpit is a classic and typical MINI feature. It emphasizes the emotional bond between driver and car through its characteristic feel. In the modern cockpit of the MINI Convertibles, this authentic feature brings the brand's history into the present with a new design. Five individually designed toggle switches provide direct access to the MINI Convertible's most important driving functions (parking brake, gear selector, start/stop button, Experience Mode toggle, volume control). This eliminates the need for an additional gear selector and provides additional stowage space in the center console. In addition to the cup holders, smartphones can be easily stored on a separate shelf while being charged via wireless charging.

### **Individual trims or “styles” for the interior.**

**For the US,** two interior trim or “style” options are available for the MINI Convertibles. Each conveys the contemporary feel-good concept of the interior of the vehicle in a different way. In the Classic Style, the three-spoke steering wheel has a leather-look textile band with colored accent stitching. In addition, a black and blue knitted surface on the instrument panel and doors provides a rich contrast to the seats, which are available in Vescin synthetic leather.

In the Favoured Style, the interior has a strikingly expressive design. The instrument panel is upholstered in grey-beige houndstooth fabric. The knitted surface in the door panels continues the friendly interior design. JCW sport seats with additional side bolsters noticeably enhance comfort. These are made of perforated synthetic leather with classic accent stitching and an embroidered MINI logo in two colors.

### **The drive.**

#### **Three efficient four-cylinder petrol engines.**

Globally there is a choice of three advanced two-liter petrol engines for the new MINI Convertibles. All have four cylinders and accelerate the fun of open-air excursions. The entry-level model is the MINI Cooper C Convertible (combined fuel consumption: The performance-enhanced fuel consumption combined: 6.6 - 6.5 l/100 km; CO2

emissions combined: 150 - 147 g/km according to WLTP; CO2 class: E) with a power output of 120 kW/163 hp DIN and a maximum torque of 250 Nm (221 lb./ft). It accelerates from 0 to 100 km/h (62 mph) in 8.2 seconds. The top speed is 220 km/h (137 mph).

The performance-enhanced MINI Cooper S Convertible (fuel consumption combined: 6.6 - 6.5 l/100 km; CO2 emissions combined: 150 - 148 g/km according to WLTP; CO2 class: E) has a power output of 150 kW/204 hp DIN and accelerates from 0 to 100 km/h (62 mph) in 6.9 seconds with a maximum torque of 300 Nm (221 lb./ft). It has a top speed of 237 km/h (150 mph).

In addition to these two variants, the performance oriented MINI JCW Convertible model to follow shortly, focuses on sportiness and maximum driving pleasure.

**For the US market**, the MINI Cooper Convertible comes with a 2.0 liter turbocharged four-cylinder engine that produces 161 horsepower and a maximum of 184 ft-lbs. of torque, moving the car from 0-60 mph in 7.9 seconds. The 2.0-liter turbo charged four-cylinder engine in the MINI Cooper S convertible is further tuned to produce 201 horsepower and a maximum of 221 ft-lbs. of torque, propelling the car from 0-60 mph in 6.7 seconds. US EPA fuel economy figures for both models will be published once they are available. Information on the MINI JCW Convertible for the US will follow shortly.

### **Open-air rides with outstanding driving dynamics.**

The MINI Convertibles are equipped with a suspension and damping system tuned for agile handling. The MINI typical precise steering also makes the open-top model an attractive cornering artist. It also ensures a high level of safety and comfort. Highly preloaded anti-roll bar mounts on the axles support the steering precision. This gives the convertible a well-balanced ride when cornering. Selective tuning of the steering and all stability control systems also ensure a safe and exceptional driving experience in all driving situations.

### **Digital services.**

#### **The new MINI Intelligent Personal Assistant.**

A spoken "Hey MINI!" activates the first fully-fledged voice assistant of the brand in the MINI Convertibles. Alternatively, the push-to-talk steering wheel button is also available for this purpose. Communication with the virtual travel partner – either a stylized MINI or the character "Spike" – is particularly fluent and intuitive thanks to improved speech recognition. Voice-controlled interaction is supported by animated graphic elements, typography, and the avatar on the OLED display. Navigation, telephony, entertainment, and numerous vehicle functions can be controlled simply and conveniently by speaking the relevant command.

The MINI Intelligent Personal Assistant learns continuously through dialogue and can take on day-to-day tasks on repeated routes. For example, the system uses geospatial data to identify the entrance to the car park and can automatically open the window at the right time. This means that individual routines can be handled more conveniently.

### **Progressive assistance systems increase safety.**

The optional Driving Assistant Plus Package provides the MINI Convertibles with an additional Steering and Lane Assistant for lateral guidance. Adaptable and cooperative steering helps the driver stay on track. The increased comfort provided by the system relieves the driver of monotonous and less demanding aspects of driving. The clear, uncluttered design of the displays and controls and the easy-to-understand functions contribute to high system reliability.

Thanks to twelve ultrasonic sensors and four Surround View cameras, the Parking Assistant Professional in the MINI Convertibles can detect free parking spaces and initiate parking maneuvers automatically where space is limited. The Panorama View allows for better visibility of the surrounding area when the view is obscured by other vehicles. For additional control over the MINI, the Remote 3D View allows images to be transferred to a mobile device.

### **Easy-to-use connectivity and intuitive interaction.**

The newly designed user interface in the OLED display of the MINI Convertibles combine functional and emotional elements. Its minimalist design adapts the new graphics to the circular shape of the MINI Interaction Unit, simplifying operation by means of a clear structure. Static and dynamic elements combined with micro-animations ensure that the interaction between the driver and the central instrument is as harmonious and intuitive as possible. In this way, the MINI Operating System 9 gives the MINI Convertibles a distinctly digital character.

In the center of the screen is the start menu, where a horizontal swiping motion is used to select and start personalized content. At the bottom of the screen is the fixed status bar with the menu items “Navigation”, “Media”, “Telephony”, “All Apps” and, depending on the situation, “Home”, all of which can be selected directly. A so-called toolbelt can be called up by swiping upwards from the bottom edge of the screen. Favorite functions, e.g. navigation destinations and radio stations, can be saved here and accessed quickly at any time, just like on the smartphone. The toolbelt can also be activated via the star button on the multifunction steering wheel. The upper screen area is reserved for driving-related content such as speed and important vehicle status information. The standard Head-up Display presents the most important information directly in the driver’s line of sight.

Depending on the Experience Mode, a single tap on the speed display transforms the entire MINI Interaction Unit into a typical MINI speedometer. The temperature is shown permanently for the driver and front passenger at the left and right-hand edge of the screen. The climate settings are always integrated at the top level of the MINI Interaction Unit and are operated by either touch or voice.

MINI Connected upgrades allow additional driving functions to be activated flexibly at any time, including an optional augmented reality function that can visualize complicated turning situations realistically and in three-dimensional display, for



example. In conjunction with the optionally available MINI Connected Package, the digital MINI Connected Store provides access to a constantly evolving variety of practical and entertaining apps, including in the areas of gaming, music, and video streaming.

### **US pricing and availability**

For the US market the MINI Cooper Convertible will have a base MSRP of \$33,950, plus \$995 destination and handling. The more powerful and sporty MINI Cooper S Convertible will have a base MSRP of \$37,200 plus \$995 destination and handling. Both models are expected to arrive at US dealers, early January of 2025. More information on the MINI JCW Convertible including US pricing and market arrival will be shared as soon as it is available.

### **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 105 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](http://www.miniusanews.com).

# # #