

# MINI USA AND PANTONE CELEBRATE COLOR AND DESIGN



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## THE ALL NEW MINI CONVERTIBLE IN PANTONE 17-1230 MOCHA MOUSSE CELEBRATES THE PANTONE COLOR OF THE YEAR 2025 AT LAUNCH EVENT IN NEW YORK CITY

**Woodcliff Lake, NJ – December 12, 2024** – MINI USA and Pantone teamed up to celebrate color and design at this year's Pantone Color of the Year 2025 launch event in New York City on December 5. The all-new 2025 MINI Cooper Convertible, which arrives at dealers in January 2025, was featured at the highly anticipated annual event in [PANTONE 17-1230 Mocha Mousse](#), the Pantone Color of the Year 2025. MINI USA and Pantone—the global authority on color—are a perfect match for collaboration, with MINI's legacy for offering a dynamic and bold color palette across the full model line up. While the MINI Convertible donned in the Pantone Color of the Year 2025 was a big hit at the event, this was a one time celebration of color and Mocha Mousse will not be offered on any MINI models in the future.

The event was a feast for the senses, featuring immersive exhibitions, innovative design interpretations of this year's color by renowned creators, and engaging installations that brought the Pantone Color of the Year to life. The centerpiece of the evening was the striking 2025 MINI Convertible, which embodies the bold and innovative spirit of this year's celebrated hue.

### **MINI and Pantone: A Natural Partnership**

For decades, MINI has celebrated individuality and self-expression through its vivid color palette, from Chili Red to British Racing Green. Partnering with Pantone to unveil

the Color of the Year 2025 was a natural fit, uniting two brands that share a passion for bold design and inspiring creativity through color.

“MINI has always embraced the power of color to transform the driving experience and reflect individuality,” said Mike Peyton, Vice President MINI Americas Region.

“Partnering with Pantone to showcase this year’s Color of the Year at this event was a celebration of design, creativity, and innovation—values that MINI drivers embrace every day.”

### **2025 MINI Cooper Convertible**

The 2025 MINI Cooper Convertible epitomizes MINI's “Always Open” philosophy, bringing the excitement of open-air driving to life. Following an exclusive unveiling of the Pantone Color of the Year 2025, these models now embody the spirit of this vibrant new hue. Perfect for city streets, scenic country drives, or highway cruising, the MINI Convertibles offer unmistakable driving pleasure, blending iconic design and innovative technology.

When it comes to color, the 2025 MINI Convertible is available in 11 different vibrant colors depending on the trim level, including Sunny Side Yellow, Chili Red, British Racing Green, Midnight Black, Nanuq White, Melting Silver, Indigo Sunset Blue, Blazing Blue, Icy Sunshine, Ocean Wave Green and Copper Grey.

Built at the MINI plant in Oxford, the Convertible reflect a legacy of craftsmanship and a passion for adventure. The MINI Convertible features a fully automatic soft top that opens in just 18 seconds, even at speeds up to 18.6 mph. Whether used as a sunroof or fully retracted, the soft top disappears behind the rear seats for a seamless open-air experience. MINI’s playful Always Open Timer now tracks the time spent enjoying fresh air driving, displayed on the central OLED screen for an added touch of charm.

The 2025 MINI Convertible will be available in two engine variants, the MINI Cooper Convertible and the MINI Cooper S Convertible. Powered by efficient four-cylinder engines, the MINI Cooper Convertible delivers 161 horsepower, while the MINI Cooper S Convertible offers 201 horsepower for an exhilarating ride. With their charismatic design, compact proportions and advanced digital features, the Convertibles balance tradition and modernity effortlessly. From customizable exterior finishes to a thoughtfully designed interior focused on simplicity and personalization, the new MINI Convertibles are a celebration of bold expression.

### **Manufacturer's Suggested Retail Price (MSRP) and availability.**

These models will be available at U.S. dealerships starting January 2025, with the MINI Cooper Convertible starting at \$33,950 and the Cooper S Convertible at \$37,200 (plus \$995 destination and handling).

Click [here](#) to view and download the full product press release for the MINI Cooper Convertible and MINI Cooper S Convertible.

### **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).

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