

MODEL YEAR 2026 PRICING & EQUIPMENT UPDATES



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MODEL YEAR 2026 MINI LINEUP PRICING AND EQUIPMENT UPDATES

Exciting upgrades enhance the MINI experience with more flexibility and personalization

Woodcliff Lake, NJ – June 5, 2025 – MINI USA presents its Model Year 2026 (MY 2026) vehicle lineup with updates and additions to trim packages, equipment and pricing.

Key Highlights

One of the most exciting announcements within the MY 2026 updates is that the John Cooper Works Style package is now available for all S models, priced at \$1,200 for the Cooper and \$1,400 for the Countryman. It includes performance-inspired features like a JCW Aero Body Kit, exclusive wheels, and Dynamic Damper Control. Furthermore, sport stripe customization now offers greater flexibility, allowing more combinations with different roof and mirror cap colors.

The Countryman now offers a new 18" Asteroid Spoke wheel in black with all-season tires at no additional cost. MINI is also rolling out an updated Digital Key Plus system, combining one physical key fob with a digital key, setup card, and service card for added convenience.

John Cooper Works Style

Now Available: All S Models

The John Cooper Works Style package is now available for all MINI Cooper S and Countryman S models. This dynamic styling package features a suite of sporty and aesthetic upgrades designed to elevate the MINI experience. The Iconic Trim option adds to the styling of JCW vehicles while enhancing the braking system and integrating paddle shifters into the steering wheel.

Sport Stripes

MINI is expanding customization options for 2026 S models with greater availability of Black Sport Stripes, now offered across both John Cooper Works (JCW) and non-JCW variants. For JCW Style vehicles with the Iconic Trim, Black Sport Stripes can be paired with Jet Black or body-colored roofs and mirror caps. Meanwhile, Classic and Favoured Style vehicles with Signature Plus or Iconic Trims can also opt for Black Sport Stripes, with multiple roof color options including Jet Black, Glazed White, Multitone Blue, or body color. Sport Stripes remain an optional \$250 add-on and are not mandatory with any configuration, offering customers more flexibility and opportunity to personalize their vehicle's appearance. Red Sport Stripes and Chili Red roof and mirror caps remain exclusive to JCW models.

New Wheel Option for Countryman

For the 2026 MINI Countryman S ALL4, a new 18" Asteroid Spoke wheel in black with all-season tires is now available at no additional cost. Compatible with Signature Plus or Iconic Trims in Classic or Favoured Style, this sleek wheel option enhances the sporty look of the vehicle while offering added customization for customers.

Digital Key First

Starting with vehicles produced on or after July 1, 2025, MINI will introduce a new digital key process for models equipped with Comfort Access. Most 2026 models—excluding Convertibles—will adopt the advanced MINI Digital Key Plus, allowing drivers to unlock and start their vehicles using a smartphone. This update streamlines key access by replacing one of the two physical key fobs with a Setup Card and a Service Card, enhancing convenience and security. Convertibles will retain two physical key fobs but will also include the new cards. This change supports MINI's move toward greater digital integration and user-friendly technology.

Additional Pricing Updates

Wheels

- 1" Wheel Upgrade (i.e. 18" to 19"): \$750
- 2" Wheel Upgrade (i.e. 18" to 20"): \$1,250

Power Front Seats

- Power Front Seats: \$1,250
 - Active Driver Seat with Lumbar Support
 - Massaging Function for Driver's Seat

Multitone Blue Roof: \$600

Signature Trim

- Active Driving Assistant: \$500

Favoured Style – COUNTRYMAN S ALL4 ONLY.

- Favoured Style: \$900
 - Space-Saver Spare
 - Trailer Hitch

2026 MODEL YEAR PRICING*

U.S. pricing for the MY 2026 MINI Model lineup is as follows:

Model Year	Model Description	Body Group	Model Year 2026 Base Price		
			Signature Trim	Signature Plus	Iconic Trim
2026	MINI Cooper Hardtop 4 Door	F65	\$30,500	\$32,900	\$34,600
2026	MINI Cooper S Hardtop 4 Door	F65	\$33,800	\$36,200	\$37,900
2026	MINI Cooper Hardtop 2 Door	F66	\$29,500	\$31,900	\$33,600
2026	MINI Cooper S Hardtop 2 Door	F66	\$32,800	\$35,200	\$36,900
2026	MINI JCW Hardtop 2 Door	F66	\$38,900	\$41,300	\$43,300
2026	MINI Cooper Convertible	F67	\$34,600	\$37,000	\$38,700
2026	MINI Cooper S Convertible	F67	\$37,900	\$40,300	\$42,000
2026	MINI JCW Convertible	F67	\$44,600	\$47,000	\$49,000
2026	MINI Countryman S ALL4	U25 ICE	N/A	\$38,900	\$42,300
2026	MINI JCW Countryman ALL4	U25 ICE	N/A	\$46,900	\$49,400

**Above pricing does not include \$XXX for Destination & Handling. The MINI Countryman SE ALL4 will remain as a Model Year 2025. Details regarding future pricing and offer structure for this model will be announced at a later date.*

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.

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