

MINI USA LAUNCHES CHARGE FORWARD



Andrew Cutler
Head of Corporate Communications, MINI USA
201.307.3784
AndrewCutler@miniusa.com

Rob Duda
MINI USA News Bureau
Peppercomm
908.347.1243
rduda@peppercomm.com

MINI LAUNCHES CHARGE FORWARD PROGRAM, BUILDING ON BMW GROUP'S ELECTRIFICATION SUCCESS

Initiative focuses on creating a cleaner, more efficient energy grid and financial benefits for customers by working together with local utilities.

Woodcliff Lake, NJ – September 30, 2025 – [MINI USA](#) announces the official launch of the MINI ChargeForward program, a smart charging initiative designed to help customers earn financial incentives and reduce carbon emission with the optimizing of charging times. This launch follows the successful implementation of the ChargeForward program for BMW USA, which has now reached a milestone of more than 10,000 enrollments nationwide.

The ChargeForward program in conjunction with local utility partners is now available to owners of eligible MINI electrified models, including:

- 2025 and newer MINI Countryman SE ALL4 (U25)
- 2020–2024 MINI Cooper SE Hardtop 2 Door (F56)
- 2017–2024 Previous generation MINI Countryman PHEV (F60)

The current utility partners that are part of the collaboration include:

- XCEL Energy
- PSEG Long Island
- Eversource
- PSE
- DTE
- SMUD

Additionally, by participating in the national carbon dividend program, MINI owners can smart-charge their vehicles at optimum times when carbon emissions are lowest on

their local energy grid, helping to balance the grid and support renewable energy.

Customers earn incentives for shifting their charging to these optimal times, with incentives paid out based on their participation and the overall carbon reductions achieved.

How It Works

ChargeForward leverages advanced technology to determine the best times to charge, using customer-set departure times, and utility and grid carbon signals. The program is fully integrated into the MINI App, allowing customers to manage their smart charging and incentives in one place. No additional hardware is required – customers just enroll, plug in, and let ChargeForward optimize their charging schedule.

Key customer benefits include:

- **Financial Incentives:** Customers earn different rewards for smart charging by enrolling in the local Utility and National Carbon Dividend program.
- **Convenience:** Charging schedules are automatically sent to the customer's vehicle, ensuring it's ready when needed.
- **Environmental Impact:** Customers reduce their carbon footprint by charging when emissions are lowest.

“At MINI, we believe driving electric should be as fun as it is sustainable,” said Vikash Joshi, Product Manager, MINI USA. “With MINI ChargeForward, our customers not only enjoy the convenience of smart charging but also play an active role in contributing to a cleaner and more efficient grid. This initiative is another example of how MINI is blending innovation, responsibility, and a sense of joy in every drive.”

The launch of MINI ChargeForward demonstrates BMW Group’s ongoing commitment to responsibility, innovation, and the continued adoption of electric vehicles. By expanding this smart charging technology to MINI customers, BMW Group continues to lead in providing solutions that benefit both drivers and the community.

To learn more about MINI ChargeForward, eligible models, and how to enroll, visit miniusa.com/chargeforward.

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

MINI Media
Information

MINI ChargeForward

September 2025
page 3

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.

#