

MINI CORPORATE COMMUNICATIONS

Media Information

21 January 2026

British creativity meets MINI charm: The MINI Paul Smith Edition - from the runway to the roads.



With the MINI Paul Smith Edition, two iconic British brands are writing another chapter in their shared success story, combining British style with unmistakable design.

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Munich. The new MINI Paul Smith Edition combines MINI's iconic design with Paul Smith's famous design language "Classic with a Twist". This special edition for the entire MINI Cooper family captivates with its unique look. The appearance and details of the vehicles not only showcase Paul Smith's unmistakable style, but also the playful, optimistic and independent spirit of MINI.

The fully electric MINI Cooper Paul Smith Edition is the first model of the new edition to hit the roads: With its 218 hp (160 kW) front-wheel drive, the MINI Cooper SE Paul Smith Edition combines unique design with locally emission-free driving fun. It accelerates from 0 to 100 km/h in just 6.7 seconds.

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Exterior: sporty accents with iconic styling

The MINI Cooper SE Paul Smith Edition in Midnight Black gives the 3-door model a more classic look. The roof, also in black, attracts attention with its interpretation of the famous Paul Smith signature stripes. Instead of the familiar colours, glossy and matt black stripes.

In addition, the MINI Cooper S Paul Smith Edition features another colour developed especially for this edition: Inspired White. The roof in exclusive Nottingham Green ensures an unmistakable look and adds a fresh contrast to the external paintwork. The roof edge on the driver's side is a real eye-catcher thanks to the colourful Paul Smith signature stripes.



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Additionally, to these two exterior colours, all models in the MINI Paul Smith Edition are available in the exclusive colour, Statement Grey.

In contrast to the three body colours, Nottingham Green, inspired by the British designer's hometown, adorns the side mirrors, octagonal radiator grille and wheel hub caps with Paul Smith lettering for all colour variants.

The 18-inch Night Flash Spoke Black alloy wheels with tinted clear coat in Dark Steel give the MINI Paul Smith Edition a dynamic look.

Interior: British humour and creative details

The interior, which is the same in all variants, features Nightshade Blue seats and black knitted surfaces with tone-on-tone striped patterns, exuding understated British elegance. Once the car door is opened, a light projection welcomes the driver with a friendly "Hello". This welcome is complemented by Paul Smith's central message "Every day is a new beginning" on the door sill. Another creative interior centrepiece is the textile band on the 6 o'clock spoke of the sports steering wheel in Paul Smith's signature stripes – a characteristic design feature that underlines the British designer's unmistakable style. A hand-drawn graphic of his



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trademark “rabbit” adorns the floor mat, emphasizing the brit’s sense of humour and complementing the interior design in a stylish way.

The fully electric MINI Cooper Paul Smith Edition is already available in select markets.

The MINI Cooper, the MINI Cooper 5-door and MINI Cooper Convertible Paul Smith Edition will be available starting Q2/2026.

CO2 Emissions & Consumptions

MINI Cooper SE: (WLTP combined: Energy consumption 14,7-14,6 kWh/ 100 km; CO2 emissions 0 g/km; CO2 class: A).

MINI Cooper S: (WLTP combined: Energy consumption 6,7 l/100 km; CO2 emissions 150 g/km; CO2 class: E).

All of the stated model variants, equipment features, technical data relate to the German market. Energy consumption and emission figures relate to the German PKW-EnVKV regulation.

Fuel consumption, CO₂ emission figures and power consumption were measured using the methods required according to Regulation VO (EC) 2007/715 as amended. They refer to vehicles on the German automotive market. For ranges, the NEDC figures take into account differences in the selected wheel and tyre size, while the WLTP figures take into account the effects of any optional equipment. For vehicles newly type-approved since 01.01.2021, the official specifications exist only according to WLTP. In addition, according to EU Regulation 2022/195, the NEDC values will no longer be included in the EC certificates of conformity as of 01.01.2023.

All figures have already been calculated based on the new WLTP test cycle. NEDC figures listed have been adjusted to the NEDC measurement method where applicable. WLTP values are used as a basis for the assessment of taxes and other vehicle-related duties which are (also) based on CO₂ emissions and, where applicable, for the purposes of vehicle-specific subsidies. Further information on the WLTP and NEDC measurement procedures is also available at www.bmw.de/wltp.

For further details of the official fuel consumption figures and official specific CO₂ emissions of new cars, please refer to the “Manual on the fuel consumption, CO₂ emissions and power consumption of new cars”, available at sales outlets free of charge, from Deutsche Automobil Treuhand GmbH (DAT), Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen and at <https://www.dat.de/co2/>.

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The BMW Group

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2023, the BMW Group sold over 2.55 million passenger vehicles and more than 209,000 motorcycles worldwide. The profit before tax in the financial year 2023 was € 17.1 billion on revenues amounting to € 155.5 billion. As of 31 December 2023, the BMW Group had a workforce of 154,950 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action, from the supply chain through production to the end of the use phase of all products.

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