

MINI USA ANNOUNCES 1965 VICTORY EDITION



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MINI 1965 VICTORY EDITION A MOTORSPORT LEGEND FOR THE PRESENT DAY

- *Iconic 1965 Monte Carlo Rally winning Mini Cooper S celebrated in the form of a new MINI edition - the new “MINI 1965 Victory Edition”.*
- *MINI continues to build its Special Edition portfolio, highlighting brand’s individuality and exclusivity.*

Woodcliff Lake, NJ – February 25, 2026 – Motorsport is deeply rooted in the history of Monte Carlo, and MINI has achieved tremendous success there - particularly in 1965, when the legendary Mini Cooper S, driven by Timo Mäkinen and co-driver Paul Easter took victory at the 1965 Monte Carlo Rally. At the time, the car was praised for its innovative technology, impressive performance, and nimble agility under extreme weather conditions. These are attributes that MINI has been able to replicate and modernize in **the new MINI 1965 Victory Edition**. This edition makes a stylish statement and maintains typical MINI craftsmanship, building on the foundation of MINI’s storied rally history.

Globally, the MINI 1965 Victory Edition is offered across the MINI John Cooper Works, John Cooper Works Electric, and MINI Cooper S models. In the U.S. market, the edition will be exclusive to the MINI John Cooper Works 2-Door only. The MINI John Cooper Works has an impressive 228 hp and a maximum torque of 280 lb-ft. With this power output, the model sprints from a standstill to 60 MPH in just 6.1 seconds.

“Since the late ’60s, MINI has built a legacy of offering iconic Special Editions,” said Vikash Joshi, Product Manager, MINI USA. “This latest drop of our 1965 Victory Edition honors MINI’s rally heritage while celebrating the individuality and exclusivity that continue to authentically define the brand.”

Exterior: A perfect blend of vintage and modern design.

Paying homage to the legendary motorsport colors of the 1960s, the 1965 Victory Edition impresses with its Chili Red exterior paintwork, accentuated by a white trim stripe extending from the bonnet to the roof and rear, which enhances further enhancing the vehicle’s sportiness. As an exclusive trademark of the edition, a white “52” graphic adorns both sides of the vehicle – a reference to the number of the original rally car campaigned in 1965.

The edition comes standard with a panoramic roof, in Glazed White, providing an athletic and elegant contrast to the Chili Red body. The subtle “1965” sticker on the C-pillar catches the eye and gracefully emphasizes the historic year of victory. The 18-

inch alloy wheels in the JCW Lap Spoke 2-tone design not only give the vehicle a dynamic appearance but also ensure optimum performance and safe handling on a wide variety of road surfaces. Complementing the rally sport theme, the floating wheel center caps and JCW valve stem caps are painted in the specific color scheme, adding additional sporty accents.

Interior: sportiness and comfort combined.

Upon entering the vehicle, the striking door sills display white “1965” lettering on a red and black background which immediately catch the eye and give the cockpit an exclusive look. In addition, each model of the edition features a placard on the inside edge of the door commemorating the historic rally.

The interior is based on the traditional JCW color palette and the familiar JCW trim. Finished in a racy anthracite and red, this combination creates an elegant blend while providing a sporty contrast to the vehicle’s exterior paintwork. The edition-specific details have been carefully selected to create a harmonious overall effect. The 6 o’clock spoke of the sports steering wheel and the storage box in the center console feature the “1965” lettering, making a subtle but impactful reference to MINI’s rich motorsports heritage. The racing number of the victorious Cooper S from 1965 adorns the key cap of the exclusive edition, serving as a daily reminder of this historic success.

As of March 2026, the MINI 1965 Victory Edition will be available for purchase in all participating markets, including the U.S. Offered in limited numbers, the U.S. MSRP for the MINI 1965 Victory Edition is \$46,220 plus \$1,175 Destination and Handling.

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 note: Media information about MINI and its products is available to journalists on-line at www.press.bmwgroup.com/usa.

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