



Media Information

31 March 2026

MINI USA Announces Return of Oxford Edition Countryman With 2027 Model Year Countryman Model Updates.

Woodcliff Lake, NJ: MINI USA announces the availability of the 2027 model year MINI Countryman model lineup as of March 2026 production. The MINI Countryman lineup in the U.S. includes the MINI Countryman S ALL4, the MINI Countryman SE All4 electric, and the MINI John Cooper Works Countryman ALL4.

Most notably, MINI USA is pleased to announce the return of the MINI Oxford Edition Countryman for the 2027 model year.

The value-driven 2027 MINI Oxford Edition Countryman S ALL4 combines sporty performance, practicality, and enhanced design. It blends signature MINI character with a curated selection of premium features at an accessible price point.

Highlights:

- Exterior paint options: Chili Red, Nanuq White Metallic, or Blazing Blue Metallic (a \$650 value at no extra cost)
- Black roof and mirror caps for a sporty contrast
- 18" Asteroid Spoke wheels in gloss black with all-season tires

The Oxford Edition also comes standard with Active Driving Assistant, offering advanced safety and convenience features. Inside, it features sport seats in a Vescin/Cloth Grey/Blue combination, an anthracite headliner, and privacy glass (a \$500 value), delivering both comfort and style.

Based on the MINI Countryman S ALL4, the Oxford Edition includes most standard content along with select premium features and design elements at no additional cost.

Unchanged for the 2027 model year, the MINI Oxford Edition Countryman S ALL4 has a Manufacturer's Suggested Retail Price (MSRP) of \$34,900, plus \$1,350 destination and handling.

With its eye-catching design and strong value proposition, the MINI Oxford Edition Countryman S ALL4 embodies MINI's philosophy of maximum fun with minimal compromise—an ideal choice for drivers seeking both style and value.

Company
MINI USA

Postal address
200 BMW Drive,
Woodcliff Lake, NJ 07677

Internet
www.MINIUSA.com

MINI CORPORATE COMMUNICATIONS

Media Information

Date 31 March 2026

Topic MINI USA Announces Return of Oxford Edition Countryman With 2027 Model Year Countryman Model Updates

Page 2

Adding an element of customization for the Oxford Edition, a curated accessory package is available through the MINI Port Installation Program. For an MSRP of \$720, this accessory package (VIA option code ZEW) includes a MINI Heritage Bonnet graphic, a set of MINI Heritage mirror caps with Union Jack design, and a MINI Wing Black Jack license plate frame and valve stem caps.

The 2027 MINI Countryman

What hasn't changed for the 2027 model year? We're pleased to share that base pricing for the 2027 MINI Countryman models remains unchanged, ensuring continued accessibility and a strong value proposition for customers.

A few things that do change on the 2027 Model Year Countryman models include:

- The **Favoured Style** option **includes the trailer hitch and space-saver spare** for the Countryman S ALL4 – a \$1,000 value, and the trailer hitch only for the Countryman SE ALL4 electric – a \$700 value. With this increased value, the Favoured Style only increases \$100 in price. For those who wish, there is a no-cost option to remove the Trailer Hitch – Option ZNH.
- Also, now available on all 2027 MINI Countryman models with Signature Plus and Iconic Trim packages, is the **Universal Garage Door Opener** as a \$250 standalone option. Enjoy the convenience of opening your garage door remotely without the need for an extra remote control. Once set up, this feature allows customers to conveniently operate their garage door via a button integrated into the interior mirror, making access simple and effortless. (Not available on Oxford Edition model.)
- Standard on the MINI Countryman SE ALL4 electric is a new Seal & Drive Tire Kit. This innovative system temporarily repairs minor tire punctures without changing the tire. The device attaches magnetically to the wheel and uses a combination of air and sealant to seal the leak while driving slowly. It is designed to enable safe travel to a service center for permanent repair or tire replacement. This system replaces the previous Mobility Kit, which utilized a one-time application of air and sealant

MINI CORPORATE COMMUNICATIONS

Media Information

Date 31 March 2026

Topic MINI USA Announces Return of Oxford Edition Countryman With 2027 Model Year Countryman Model Updates

Page 3

2027 Model Year MINI Countryman Pricing

Model	Base MSRP*
MINI Countryman S ALL4 Oxford Edition	\$34,900 + D&H
MINI Countryman S ALL4 - Signature Plus Trim	\$38,900 + D&H
MINI Countryman S ALL4 - Iconic Trim	\$42,300 + D&H
MINI Countryman SE ALL4 Electric – Signature Plus Trim	\$45,200 + D&H
MINI Countryman SE ALL4 Electric – Iconic Trim	\$48,600 + D&H
MINI John Cooper Works Countryman ALL4 – Signature Plus Trim	\$46,900 + D&H
MINI John Cooper Works Countryman ALL4 – Iconic Trim	\$49,400 + D&H

*Destination and Handling = \$1,350

Corporate Communications Contact:

Andrew Cutler, Head of Communications
MINI USA
Phone: 201-376-4962
E-mail: Andrew.cutler@miniusa.com

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.

#