

# MINI USA CORPORATE COMMUNICATIONS



Media Information  
8 April 2026

## **A new level of personalization: Special custom-crafted MINI Convertible built AT PLANT OXFORD.**

- *MINI owners have always made their cars their own. This one-off project takes Oxford's craftsmanship and flexibility even further.*
- *Unique creation explores flexible design and production capabilities, spotlighting the talents of MINI Design and MINI Plant Oxford teams.*

**Woodcliff Lake, NJ:** MINI has custom-crafted a special one-off John Cooper Works Convertible for a longtime MINI enthusiast in the U.S., representing a new depth of factory-led personalization by MINI Plant Oxford.

The project began with a devoted MINI owner and a clear, personal vision. From there, the MINI design and production teams embraced the opportunity to explore creating a higher-level, custom-crafted vehicle.

The result: a midnight black and custom-tinted metallic green two-tone exterior, hand-sprayed and clear-coated in the form of a custom design where the left and right sides are color-inverted, creating a diagonal color split across the entire exterior.

The exterior is complemented with a fully matched interior, featuring, green stitching, painted belt covers, custom-accented bands, a bespoke "MINI.01" badging system and personalized labels throughout, all reflecting the colors of the owner's favorite U.S. football team.

The soft top features a tonal Union Jack graphic, a nod to the vehicle's British roots and Plant Oxford heritage. Inside, the green colorway extends across more than 50 individually specified details, including a metallic, green-trimmed Harman Kardon speaker surround, custom door armrest overlays, a MINI.01 steering wheel badge, a personalized floor mat and instrument cluster identifiers. Every interior element was prototyped and installed by hand at Plant Oxford.

"Our owners see their MINI as more than just a car, and for many, it becomes a canvas for self-expression shaped into a true reflection of their personality." said Kate Alini, Head of Marketing, Product, and Strategy, MINI USA. "This project gave us the opportunity to explore creating a unique custom-crafted MINI specific to customer preferences. With a vision this distinctive for a one-off car, it was exciting to see our customer's vision come to life."

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Markus Grüneisl, CEO of Plants Oxford and Swindon commented, “This custom-crafted John Cooper Works Convertible represents a fantastic collaboration between the MINI product and design teams, the local market, and Plant Oxford production. We’re delighted with the result and craftsmanship that showcases what our team in the UK can achieve.”

As part of the BMW Group, MINI draws on deep in-house design expertise and a tradition of highly personalized craftsmanship. This project reflects that heritage; an exploration in creativity, collaboration, and the craft of building something very special – not only a car but a personal icon.

While this was a one-of-a-kind moment, the spirit and philosophy behind it continues throughout the brand. MINI is growing its portfolio of special editions and broadening its offering of factory and Aftersales customization options in the segment, ensuring drivers can tailor their cars in ways that reflect their individual preferences.

This specially crafted, fully street-legal MINI Convertible has completed production and is now enroute to the U.S., where it will soon be delivered to its new owner.

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### **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](http://www.press.bmwgroup.com/usa).

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