

# MINI USA CORPORATE COMMUNICATIONS



Media Information

9 April 2026

## MINI USA Announces Drop of New MINI Red Line Edition.

- *Next in the Series of MINI USA's Special Edition Drops for 2026.*
- *The Red Line Edition Brings Exclusivity in a Sporty Package to the MINI Cooper S 4-Door.*

**Woodcliff Lake, NJ:** MINI USA announces the MINI Red Line Edition for Model Year 2026. This next special edition model will be available exclusively on the MINI Cooper S 4-Door and is the latest entry in the brand's ongoing series of limited-run special edition variants.

The Red Line Edition pairs Legend Grey Metallic exterior paint with Chili Red accents, creating a high-contrast appearance influenced by MINI's motorsport heritage. The color combination is complemented by JCW-inspired exterior elements and aerodynamic detailing.

Legend Grey Metallic, a finish typically reserved for John Cooper Works models in the U.S., is a distinguishing design element of this special edition. The model also includes an accent stripe, 17-inch John Cooper Works Sprint Spoke Black wheels with all-season tires, and JCW Sport Brakes.

The vehicle comes standard with the JCW Style Package, which includes a JCW Aero Body Kit, JCW Steering Wheel with shift paddles, and a JCW Sport Transmission. A black panoramic roof provides visual contrast to the exterior finish.

Inside, the Red Line Edition features JCW Sport Seats upholstered in leather-free Vescin. The interior is finished in an anthracite color scheme with red accents, while the integrated headrests include subtle patterning and a signature red stripe.

"This edition captures the essence of MINI's design and performance DNA in a way that feels both modern and distinctly expressive," said Vikash Joshi, Product Manager, MINI USA. "By combining exclusive materials, bold color contrasts, and JCW-inspired elements, the Red Line Edition offers customers a unique interpretation of the MINI driving experience."

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Pre-ordering for the MINI Red Line Edition Cooper S 4-Door [is now live](#), with vehicles expected to arrive at U.S. dealers starting in May.

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<b>2026 MINI Cooper S 4 Door</b>	<b>Base MSRP \$33,800 + D&amp;H*</b>
<b>Red Line Edition (Included equipment and features)</b>	
Exclusive Legend Grey Metallic	
Vescin/Cord Combination JCW Black	
Iconic Trim with Comfort Package Plus	
John Cooper Works Style	
Black Roof and Mirror Caps	
17" John Cooper Works Sprint Spoke Black with All-Season Tires	
Power Front Seats with Active Driver Seat incl. Lumbar Support	
Red Line Edition Accessories: JCW Front and Rear Winglets, JCW Roof Spoiler, JCW Rear Diffuser, JCW Front and Rear Decals, JCW Tow Strap, Exclusive Red Line Badge, and JCW Floating Center Caps	
<b>Net Total</b>	<b>\$43,365 + D&amp;H*</b>

\*\$1,175 Destination and Handling

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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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