



Media Information
21 May 2026

MINI Premieres Paul Smith Editions in Los Angeles with Americas Debut at Paul Smith Melrose Flagship Store

- *The MINI Paul Smith Editions make their Americas debut at the Paul Smith Los Angeles flagship store, presented by Sir Paul Smith and Head of MINI Design, Holger Hampf.*
- *The models are offered as three unique variants: the MINI Cooper 2-Door, 4-Door, and Convertible.*
- *MINI and Paul Smith have collaborated on limited-edition vehicles since 1998, spanning nearly three decades of British design.*

Woodcliff Lake, NJ: [MINI USA](#) announces the Americas reveal of the new MINI Paul Smith Editions at the iconic Paul Smith flagship store in Los Angeles, California. The debut brought together Sir Paul Smith and Holger Hampf, Head of MINI Design, to celebrate the latest chapter in a collaboration that has spanned nearly three decades of joint design projects. The MINI Paul Smith Edition will be offered in the United States on three internal combustion models: the MINI Cooper 2-Door, the MINI Cooper 4-Door, and the MINI Cooper Convertible.

“With a 30-year collaboration that keeps getting better, bringing the MINI Paul Smith Edition to America is what we have been building toward,” said Sean Green, Vice President, MINI of the Americas. “Sir Paul’s deep connection to the brand, the duration of our relationship and the design details, colors and features are what makes this launch distinct. Kicking it all off at the Paul Smith flagship store in L.A. continues to highlight the importance of this collaboration.”

“MINI and Paul Smith embody a shared mindset of positivity, embracing the motto of this edition: ‘Every day is a new beginning.’ said Holger Hampf, Head of MINI Design. “Our collaboration celebrates a mutual love for design and meticulous attention to detail. Unexpected elements, such as the ‘hello’ projection on the ground and Paul Smith’s handwritten inscription, bring a smile to your face right upon entering the car.”

“It’s not often that you see two icons of British design work together in this way, and it’s wonderful that our partnership has carried on over so many years. This has been a real privilege — new colours and unexpected details that I think will be a welcomed surprise,” said Sir Paul Smith.

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MINI CORPORATE COMMUNICATIONS

Media Information

Date 20 May 2026

Topic Two British Icons. One Stage. **MINI USA Debuts the MINI Paul Smith Edition in Los Angeles.**

Page 2

A Three-Decade Collaboration Between MINI and Paul Smith

MINI and Paul Smith first collaborated in 1998, when Sir Paul designed a limited-edition classic Mini featuring a blue exterior and anthracite alloy wheels. The partnership has since produced three major projects: a stripe-covered 40th anniversary one-off edition featuring 86 stripes in 26 colors in 1999, the MINI STRIP concept in 2021, and the MINI Recharged by Paul Smith in 2022, which transformed a 1998 classic Mini into a modernized vehicle. The new MINI Paul Smith Edition opens the next chapter in that history, bringing Paul Smith's "classic with a twist" design language to the current MINI Cooper family.

Exterior Design: Paint, Accents, and Wheels

The edition offers three exterior paint finishes, two of them exclusive to the model. Statement Grey interprets the 1959 Austin Seven color with a blue tint, while Inspired White, draws from the classic MINI Beige. Midnight Black Metallic completes the palette.

Across all three variants, Nottingham Green - developed as a tribute to Sir Paul's hometown - appears on the side mirrors, radiator grille, and wheel hub covers. The roof is available in two designs: Either in Nottingham Green with Paul Smith's multicolor Signature Stripe or a matte-and-gloss Jet Black stripe treatment, with the Convertible featuring a black soft top. All models are fitted with 18-inch Night Flash Spoke Black alloy wheels with a Dark Steel tinted clear coat and carry Paul Smith's personal signature on the rear handle strip.

Interior Design: Cabin, Seats, and Signature Details

Inside, the cabin features Nightshade Blue Vescin sport seats with a knitted black surface treatment on the dashboard and door panels. Paul Smith's Signature Stripe appears on the steering wheel's textile band, and three exclusive Paul Smith display backgrounds are available in Personal Mode. Opening the door triggers a light projection of a handwritten "Hello" on the floor, while "Every day is a new beginning" appears on the door sill. A hand-drawn rabbit motif by Paul Smith is printed on the floor mat.

MINI CORPORATE COMMUNICATIONS

Media Information

Date 20 May 2026

Topic Two British Icons. One Stage. **MINI USA Debuts the MINI Paul Smith Edition in Los Angeles.**

Page 3

US Specifications, Pricing, and Availability.

The Paul Smith Edition is available on MINI 2-door, 4-door and convertible models equipped with Iconic Trim.

Model	Base MSRP	Iconic Trim Prerequisite	Paul Smith Edition
MINI Cooper 2-Door	\$29,500	\$4,100	\$1,400
MINI Cooper S 2-Door	\$32,800	\$4,100	\$1,400
MINI Cooper 4-Door	\$30,500	\$4,100	\$1,400
MINI Cooper S 4-Door	\$33,800	\$4,100	\$1,400
MINI Cooper Convertible	\$34,600	\$4,100	\$1,400
MINI Cooper S Convertible	\$37,900	\$4,100	\$1,400

Standard Equipment Highlights — Paul Smith Edition:

- Exclusive Statement Grey, Inspired White, or Midnight Black Metallic exterior paint
- Nottingham Green accent paint (mirrors, grille, wheel hub covers, roof option)
- Paul Smith Signature Stripe or Jet Black stripe roof design
- 18-inch Night Flash Spoke Black alloy wheels with Dark Steel tinted clear coat
- Nightshade Blue Vescin sport seats with knitted textile accents
- Paul Smith Signature Stripe steering wheel band
- "Hello" door-opening light projection and "Every day is a new beginning" door sill inscription
- Paul Smith signature on rear handle strip and rabbit motif floor mat
- Round display with three exclusive Paul Smith backgrounds (Personal Mode)

Pre-ordering for the MINI Paul Smith Edition opens June 3rd at www.miniusa.com. Vehicles are expected to arrive at US dealers in early August.

MINI CORPORATE COMMUNICATIONS

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Page 4

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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.

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