



Media Information  
9 July 2026

## MINI USA Announces MINI Cooper Heritage Edition for US Market.

- MINI Cooper Heritage Edition represents fourth drop of eight special editions expected in the US market through the end of this calendar year.
- Limited run model celebrates British roots and iconic heritage of famed automotive brand that's also marking 25<sup>th</sup> anniversary of New MINI in America.

**Woodcliff Lake, NJ:** MINI celebrates its iconic origins with the launch of the MINI Cooper Heritage Edition. Since the first classic Mini was built in 1959, the brand has celebrated its place in the automotive world as a true British icon that has transcended technology, efficiency, culture, and fashion. With the MINI Cooper Heritage Edition, the brand celebrates its roots with a design that features the iconic Union Jack in a range of details for a limited run of model based specifically on the MINI Cooper 2-door.

From the beginning, MINI has proved that big characters can come in small packages. Born from the creative vision of Sir Alec Issigonis, the classic Mini was surprisingly spacious, unmistakable in design, and perfectly at home on country back roads and city streets alike.

It quickly became a style icon and now, as part of BMW Group, MINI has become a modern evolution of Issigonis' original vision, successful in representing a perfect balance between its illustrious heritage and contemporary innovation.

MINI's British roots – specifically the brand's production home at Plant Oxford - holds a central place in the heritage and identity of the MINI brand. The plant is not merely a production facility, but the spiritual home of MINI and a continuation of the brand's British roots. The MINI Cooper Heritage Edition carries these values to celebrate 25 years of modern MINI.

Personalization has always been a part of MINI's DNA, just as no two drivers are quite the same. MINI has always created something that feels personal, whether through color, details or product touches that make the difference.

MINI has a long history of releasing numerous special editions worldwide, each inspired by local cultures and personal lifestyles, resulting in unique design concepts, in a way that only MINI can do. A wide range of customization options – from striking paint finishes to characteristic design details – turns every MINI into a unique statement. Key design features such as the iconic bonnet stripes or the factory-fitted multitone roof are exemplary of this creative freedom.

# MINI

## CORPORATE COMMUNICATIONS

Media Information

Date 9 July 2026

Topic **MINI USA Announces MINI Cooper Heritage Edition for US Market.**

Page 2

Recent special editions such as the MINI 60 Years Edition, MINI 1965 Victory Edition, MINI Red Line Edition, and the MINI Paul Smith Editions continue the brand's legendary special edition drops. Dating back to the 1960s, the long history of MINI special editions continues to reinterpret the brand character – each one in an exclusive way while appealing to different audiences.

### **MINI Cooper Heritage Edition: Exterior.**

The MINI Cooper Heritage Edition wears its heart on its roof with the Union Jack sitting proudly on the white contrast roof, whose contemporary interpretation gives the vehicle a distinctive signature and resembles MINIs of the past. The central red and white stripe of the flag runs along the entirety of the car as a key design element, visually tying the exterior design together. The Cooper Heritage Edition is available in two exterior paint finishes: Chili Red, and Indigo Sunset Blue. White mirror caps provide an elegant contrast and subtle nod to MINI's heritage.

The exterior is further enhanced by 18-inch Slide Spoke 2-tone wheels, which give the MINI Cooper 2 Door a confident stance. Details including special wheel center caps and valve stem caps boost the overall edition design.

### **MINI Cooper Heritage Edition: Interior.**

Look a little closer, and you'll spot the details that make the Heritage Edition special. The Union Jack theme continues into the interior, with unique details such as a textured printed flag on the 6 o'clock steering wheel element. The floor mats feature a circular Union Jack on the driver's side, while the passenger-side floormat carries a circular checkered flag element as a nod to MINI's racing heritage. Finally, there are unique door sills, so customers can celebrate 25 years of modern MINI every time they enter and exit their vehicle. Iconic design, historical references, and modern technology come together in a clear statement to celebrate 25 years of modern MINI.

### **Key Elements of the MINI Cooper Heritage Edition:**

- Special Edition for MINI Cooper S 2-Door
- White contrast roof with Union Jack graphic
- 18-inch Slide Spoke 2-tone wheels with edition-specific details on the wheel center caps and valve stem caps
- Body colors: Chili Red II and Indigo Sunset Blue Metallic
- Interior with Union Jack design details on the steering wheel and floor mats

# MINI CORPORATE COMMUNICATIONS

Media Information

Date 9 July 2026

Topic **MINI USA Announces MINI Cooper Heritage Edition for US Market.**

Page 3

Pre-ordering for the MINI Cooper Heritage Edition 2-Door, offered in limited numbers [is now available](#) in the U.S. market with consumer product information [available here](#).

Vehicles are expected to arrive at U.S. dealers starting in early fall, 2026.

2027 MINI Cooper S 2 Door	Base MSRP – \$32,800
Equipment Description	Suggested Retail Price
Iconic Trim with Comfort Package Plus	\$4,100
18” Slide Spoke 2-Tone with Summer Tires	\$750
Choice of Chili Red II or Indigo Sunset Blue Metallic	Included
White Roof and Mirror Caps	Included
Vescin/Cloth Combination Black/Blue Upholstery	Included
Classic Style with Headliner in Anthracite	Included
Cooper Heritage Edition Content and Design Elements: <ul style="list-style-type: none"><li>• Bonnet, Roof, and Rear Union Jack Decals</li><li>• Rear Flag Badge</li><li>• Wheel Center Caps</li><li>• Valve Stem Caps</li><li>• Door Entry Sills</li><li>• Driver’s Floor Mat with Union Jack Badge</li><li>• Passenger’s Floor Mat with Checkered Flag Badge</li><li>• Key Fob Cap</li><li>• Steering Wheel Insert</li><li>• Center Console Storage Box Cap</li></ul>	\$1,620*
<b>Net Total</b>	<b>*\$39,270</b>

\* Plus \$1,350 Destination and Handling

**NOTE:** The “MINI Cooper Heritage Edition” name is specific to the US and Canadian markets. In the rest of the world this special edition model carries the name “MINI Cooper Oxford Edition”. This new special edition model is distinct from the long-established MINI Oxford Edition currently sold in the US and Canadian markets. Despite the similarity in name, the two refer to entirely separate products.

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# MINI CORPORATE COMMUNICATIONS

Media Information

Date 9 July 2026

Topic **MINI USA Announces MINI Cooper Heritage Edition for US Market.**

Page 4

## **About MINI in the U.S.**

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 104 MINI full passenger car sales and service dealers located throughout the U.S. 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 online at [www.press.bmwgroup.com/usa](http://www.press.bmwgroup.com/usa).

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