



Media Information
14 July 2026

2027 MINI Cooper Model Updates - Include Return of Oxford Edition 2 Door and 4 Door Models.

- Model Year 2027 updates include popular value-oriented models that blend signature MINI character with a curated selection of premium features at an accessible price point.
- New enhancements on MINI 2 Door, 4 Door and Convertible models for Model Year 2027.

Woodcliff Lake, NJ: MINI USA announces the return of the popular Oxford Edition for the 2027 MINI Cooper lineup, bringing exceptional value to customers seeking premium design, engaging driving dynamics, and innovative technology in a compact, city-friendly package. Available to order now, the Oxford Edition returns on both the 2027 MINI Cooper 2 Door and MINI Cooper 4 Door models as of July 2026 production.

MINI once again shows that premium features, distinctive design, and everyday practicality can come together in an attainable small car. The return of the Oxford Edition reinforces MINI's leadership in the small car segment by offering customers an exceptional combination of style, performance, and value.

"The Oxford Edition has always represented one of the best values in the MINI lineup," said Vikash Joshi, Product Manager, MINI USA. "For 2027, we're excited to bring these models back in both the 2 Door and 4 Door for drivers who want iconic MINI design, premium appointments, and engaging performance at an accessible price point."

Based on the MINI Cooper C 2 Door and MINI Cooper C 4 Door models, the Oxford Edition includes much of the standard equipment found across the Cooper lineup while adding exclusive design elements and premium features at no additional cost.

Exclusive exterior paint choices include Sunny Side Yellow and Blazing Blue Metallic, and Nanuq White Metallic. The Oxford Edition rides on distinctive 18-inch Slide Spoke 2-Tone wheels fitted with summer tires, giving the vehicle an even more athletic appearance.

Inside, the cabin features supportive Sport Seats upholstered in a Grey/Blue Vescin and cloth combination, complemented by an Anthracite Headliner. Black roof and mirror caps further enhance the Oxford Edition's unmistakable MINI character.

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In addition to its exclusive styling elements, the Oxford Edition includes several premium features at no additional cost, including:

- Choice of three exclusive exterior paint colors with a black contrast roof (a \$650 value)
- 18-inch Slide Spoke 2-Tone wheels with summer tires (a \$750 value)

2027 MINI Cooper Oxford Edition Pricing	
Model	MSRP
MINI Cooper 2 Door – Oxford Edition	\$25,500 + D&H*
MINI Cooper 4 Door – Oxford Edition	\$26,500 + D&H*

*D&H (Destination and Handling) = \$1,350

The 2027 MINI Cooper Oxford Edition 2 Door and 4 Door models join the 2027 MINI Countryman S ALL4 Oxford Edition, expanding the Oxford Edition lineup for Model Year 2027. All models are available to order now through authorized MINI dealers nationwide.

2027 MINI Cooper Model Updates

Additional updates for the Model Year 2027 MINI Cooper 2 Door, 4 Door, and Convertible lineup take effect with July 2026 production and include the following changes.

- The Model Year 2027 MSRP base prices remain unchanged for the MINI Cooper model range, highlighting increased value and attainability into the new model year.
- New Favoured and JCW Style upholstery combinations are available across select MINI Cooper models.
 - Vescin Beige with Black Knit and Vescin Nightshade Blue with Black Knit, available on Cooper S models.
 - Vescin Beige with Black Knit available on JCW 2 Door and Convertible models.
- A no-cost choice of White roof and mirror caps is available on 2027 JCW models with Signature Plus or Iconic Trim.

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- Offering a sportier look, Piano Black Exterior Trim is now available for \$250 on all MINI Cooper and Cooper S models equipped with Signature Plus or Iconic Trim in Favoured Style.
- A center console storage box finished in Black/Blue Knit is now standard on MINI Cooper and Cooper S models equipped with Classic Style.
- Effective July 1, the Destination and Handling charge for the 2027 MINI 2 Door, 4 Door, and Convertible models has been updated to \$1,350, aligning it with the current charge for the 2027 MINI Countryman.

Model Year 2027 Pricing for MINI 2 Door, 4 Door, and Convertible Models

Model Year 2027 Base MSRP*			
Model	Signature Trim	Signature Plus Trim	Iconic Trim
Cooper 2 Door	\$29,500	\$31,900	\$33,600
Cooper S 2 Door	\$32,800	\$35,200	\$36,900
JCW 2 Door	\$38,900	\$41,300	\$43,300
Cooper 4 Door	\$30,500	\$32,900	\$34,600
Cooper S 4 Door	\$33,800	\$36,200	\$37,900
Cooper Convertible	\$34,600	\$37,000	\$38,700
Cooper S Convertible	\$37,900	\$40,300	\$42,000
JCW Convertible	\$44,600	\$47,000	\$49,000

*Plus \$1,350 D&H (Destination and Handling)

Corporate Communications Contact:

Andrew Cutler, Head of Communications

MINI USA

Phone: 201-376-4962

E-Mail: Andrew.cutler@miniusa.com

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

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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 total of eleven model variants representing five unique body styles.

Journalist note: Media information about MINI and its products is available to journalists online at www.press.bmwgroup.com/usa.

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