



Media Information
17 August 2026

MINI USA Announces Drop of New MINI Rooftop Edition – Two Color Combinations. Two Body Styles. One Iconic Twist.

- MINI Rooftop Editions represent fifth of eight special edition drops expected in the US market through the end of this calendar year.
- Limited run Edition puts fresh spin on MINI's iconic contrast roof with a pair of inverse color combinations exclusive to the Cooper S 2 Door and 4 Door models.

Woodcliff Lake, NJ: MINI USA is turning one of its most recognizable design signatures upside down with the drop of the new MINI Rooftop Edition, the fifth release in a series of eight limited-edition MINI models arriving in the U.S. throughout 2026.

Available exclusively on the MINI Cooper S 2 Door and MINI Cooper S 4 Door, the MINI Rooftop Edition transforms the brand's iconic contrast roof into the centerpiece of an expressive, color-flipped design. Customers can choose between two inverse combinations of Indigo Sunset Blue Metallic and Melting Silver III Metallic, creating four distinct configurations across the two body styles. The result is a MINI that makes its personality unmistakable from every angle.

Flip the Colors. Keep the Icon.

The MINI Rooftop Edition is built around a simple idea: take a classic MINI design element and give it a playful new twist. In one configuration, Indigo Sunset Blue Metallic forms the body color while Melting Silver III Metallic spans the roof and mirror caps. In the other, the colors are reversed, with Melting Silver III Metallic covering the body and Indigo Sunset Blue Metallic defining the roof and mirror caps.

The contrast continues across the vehicle with coordinating bonnet and boot stripes, creating a visual connection between the roof, mirrors, and bodywork. The result is a distinctive two-tone treatment that gives the Rooftop Edition a bold presence while remaining unmistakably MINI.

MINI Rooftop Edition configurations include:

- Indigo Sunset Blue Metallic with Melting Silver III Metallic contrast roof and design elements
- Melting Silver III Metallic with Indigo Sunset Blue Metallic contrast roof and design elements
- Both combinations are available on the MINI Cooper S 2 Door and MINI Cooper S 4 Door

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Inside, the Rooftop Edition takes a more restrained approach. A dark, modern cabin complements the expressive exterior, with supportive John Cooper Works sport seats, subtle MINI detailing, and the brand's signature minimalist design. The sophisticated interior allows the exterior color treatment to remain the star while preserving the premium, driver-focused character of the MINI Cooper S.

The Fifth MINI Icon Drop

The MINI Rooftop Edition marks the **fifth of eight special-edition MINI model drops** scheduled to make their U.S. debut as part of the brand's [MINI Icon Drops](#) campaign.

Inspired by sneaker culture, MINI Icon Drops brings the anticipation, scarcity, and collectability of limited sneaker releases to the automotive world. Each edition receives its own reveal, drop date and cultural moment, giving MINI enthusiasts a new way to experience the brand's longstanding tradition of individuality and self-expression.

MINI has been creating special editions since the 1960s—decades before the language of “drops” became part of popular culture. MINI Icon Drops builds on that heritage through a contemporary lens, transforming each limited-edition model into an event designed to generate anticipation and inspire collecting.

The Rooftop Edition follows four previously announced U.S. Special Edition drops:

- [MINI Cooper S 2 Door 1965 Victory Edition](#), celebrating MINI's legendary overall victory in the 1965 Monte Carlo Rally.
- [MINI Cooper S 4 Door Red Line Edition](#), featuring Legend Grey with Chili Red accents and John Cooper Works-inspired appearance elements.
- [MINI Paul Smith Editions](#), offered in three color styles across the MINI Cooper 2 Door, 4 Door and Convertible.
- [MINI Cooper Heritage Edition](#), celebrating MINI's roots as an iconic British brand.

The timing is especially significant for MINI. [2026 marks 25 years since the launch of the modern MINI](#), making this year a milestone celebration of the brand's enduring design, personality, and cultural relevance.

Production of the limited MINI Rooftop Edition models is expected to begin in **September 2026**, with vehicles expected to arrive at MINI dealers beginning in **October 2026**.

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With two body styles, two inverse color combinations and a design built around one of MINI's most recognizable signatures, the MINI Rooftop Edition delivers exactly what a MINI special edition should: a familiar icon, reimaged with an unmistakably individual point of view.

2027 MINI Cooper S 2 Door	Base MSRP – \$32,800
Equipment Description	Suggested Retail Price
Melting Silver III or Indigo Sunset Blue Metallic	Included
Vescin Black with Black Knit	Included
Iconic Trim with Comfort Package Plus	\$4,100
Favoured Style	Included
17" U-Spoke Grey with All-Season Tires	Included
Power Front Seats with Active Driver Seat incl. Lumbar Support	\$1,250
Piano Black Exterior Trim	\$250
Rooftop Edition Content: • Contrast Roof and Mirror Caps in Inverse Exterior Color • Roof Color-Matched Bonnet Stripes • Roof Color-Matched Rear Stripes	\$1,595
TOTAL	\$39,995*

* Plus \$1,350 Destination and Handling

2027 MINI Cooper S 4 Door	Base MSRP – \$33,800
Equipment Description	Suggested Retail Price
Melting Silver III or Indigo Sunset Blue Metallic	Included
Vescin Black with Black Knit	Included
Iconic Trim with Comfort Package Plus	\$4,100
Favoured Style	Included
17" U-Spoke Grey with All-Season Tires	Included
Power Front Seats with Active Driver Seat incl. Lumbar Support	\$1,250
Piano Black Exterior Trim	\$250
Rooftop Edition Content: • Contrast Roof and Mirror Caps in Inverse Exterior Color • Roof Color-Matched Bonnet Stripes • Roof Color-Matched Rear Stripes	\$1,595*
TOTAL	\$40,995*

* Plus \$1,350 Destination and Handling

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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.

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