



Media Information
15 September 2026

MINI USA Announces Drop of New MINI 1998 GT Edition – A Legacy Revived. An Icon Reborn.

- MINI 1998 GT Editions represent sixth of eight special edition drops expected in the US market through the end of this calendar year.
- Limited run edition pays homage to performance-inspired models from brand's history.

Woodcliff Lake, NJ: MINI is celebrating its performance heritage with the introduction of the MINI 1998 GT Edition, a limited-edition model inspired by the iconic GT lineage of the classic Mini 1275 GT and MINI 1499 GT.

Based on the MINI Cooper C 2 Door, the MINI 1998 GT Edition combines the unmistakable character of MINI with exclusive design features created to evoke the spirit of motorsport on what is one of the brand's more attainable models. Its name references the vehicle's 1,998cc turbocharged engine, while its specification brings together distinctive GT details and John Cooper Works-inspired elements for a contemporary interpretation of MINI performance heritage.

Distinctive GT exterior design

The MINI 1998 GT Edition is finished in Midnight Black Metallic, contrasted by bold orange lower-body graphics featuring "1998 GT" lettering. Exclusive GT badging and coordinated orange accents reinforce the model's distinctive character.

The exterior is completed by 17-inch JCW Sprint Spoke Black Wheels and John Cooper Works aero kit, adding a motorsport-inspired edge to the MINI Cooper C 2 Door's familiar proportions and design.

Performance-inspired interior

Inside, the MINI 1998 GT Edition continues its exclusive theme with John Cooper Works Sport Seats in Black Vescin with Black Knit and a heated three-spoke JCW steering wheel featuring exclusive GT badging.

Unique 1998 GT floor mats and door sills add further differentiation, while a GT-specific key fob cover and center console storage box bring the edition's design theme into the finer details of the interior.

A modern expression of MINI heritage

From the original Mini 1275 GT to the MINI 1499 GT, the GT name has represented a distinctive chapter in MINI's performance-inspired history. The MINI 1998 GT Edition builds on that heritage with a modern interpretation designed for the latest generation of MINI.

MINI CORPORATE COMMUNICATIONS

Media Information

Date 15 September 2026

Topic **MINI USA Announces Drop of New MINI 1998 GT Edition – A Legacy Revived. An Icon Reborn.**

Page 2

With its combination of exclusive styling, motorsport-inspired details and unmistakable MINI character, the MINI 1998 GT Edition brings a celebrated chapter of the brand's past into the present.

The Sixth MINI Icon Drop

The MINI 1998 GT Edition marks the **sixth 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:

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

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 MINI 1998 GT Edition will begin in **October 2026**, with a limited number of vehicles expected to arrive at MINI dealers beginning in **November 2026**.

MINI

CORPORATE COMMUNICATIONS

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Page 3

2027 MINI Cooper C 2 Door	Base MSRP – \$29,500
Equipment Description	Suggested Retail Price
Midnight Black Metallic with Black Roof and Mirror Caps	\$650
Vescin Black with Black Knit	Included
Signature Plus Trim with Comfort Package	\$2,400
John Cooper Works Style	\$1,500
17" John Cooper Works Sprint Spoke Black with All-Season Tires	Included
John Cooper Works Aero Kit in Gloss Black	\$1,600
1998 GT Edition Content: • "1998 GT" Side Decals and "GT" Rear Decal • Wheel Center Caps • Door Entry Sills • Floor Mats with "GT" Piercing • Key Fob Cap • Steering Wheel Insert • Center Console Storage Box Lid	\$1,225
TOTAL	\$36,875*

* 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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