



Media Information

MINI develops concepts for electric John Cooper Works models.

- New vehicle architectures offer additional freedom in the planned expansion of the model range
- Hallmark performance with an emission-free drivetrain will sharpen the distinctive profile of the John Cooper Works brand

Future MINI vehicle architectures will allow the extreme performance of the John Cooper Works brand to be experienced with electric powertrains as well as combustion engines. The evolution of the MINI model range is focused on the ongoing expansion of electric mobility and offering new opportunities to experience the brand's trademark driving enjoyment.

MINI is already making great strides when it comes to electric mobility. The MINI Countryman Plug-In Hybrid model (combined fuel consumption: 2.0 – 1.7 l/100 km; combined power consumption: 14.0 – 13.1 kWh/100 km; combined CO₂ emissions: 45 – 40 g/km) led to five percent of the brand's total sales being electrified.

Following the highly successful launch of the MINI Electric (fuel consumption combined: 0.0 l/100 km; combined power consumption: 16.8 – 14.8 kWh/100 km; combined CO₂ emissions: 0 g/km), this share doubled to around ten per cent within just a few months. Based on this experience, and looking ahead to future technology, MINI is now preparing the next step in the development of electric John Cooper Works models.

“With the MINI Electric, we’ve shown how well brand-typical driving enjoyment and electric mobility can be combined,” says Bernd Körber, Head of the MINI brand. “Now it’s time to translate the passion for performance of the John Cooper Works brand to electromobility. That’s why we’re working to develop concepts for fully-electric John Cooper Works models.”

The current focus on the development of a MINI John Cooper Works Electric demonstrates just how important electric mobility is in terms of the brand's future direction – the goal is a unique blend of sustainability, performance and passion. “John Cooper Works models with conventional combustion engines will still continue to have an important role to play, to make sure we’re addressing the

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wishes and needs of performance enthusiasts all around the world,” says Bernd Körber. “With this new focus on electric performance, we’re also creating the opportunity to sharpen the distinctive profile of the John Cooper Works brand more than ever before.”

Ends

The BMW Group

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world’s leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

In 2019, the BMW Group sold over 2.5 million passenger vehicles and more than 175,000 motorcycles worldwide. The profit before tax in the financial year 2019 was € 7.118 billion on revenues amounting to € 104.210 billion. As of 31 December 2019, the BMW Group had a workforce of 126,016 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.

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