



Media Information

New Shadow Edition unveiled for MINI Clubman and MINI Countryman.

- Shadow Edition for MINI Clubman and MINI Countryman: exclusive to UK.
- Midnight Black exterior body colour, with Shadow graphics, logos and an exclusive bonnet design.
- Available on Cooper, Cooper S and All4 Plug-In Hybrid engine variants.
- Available to order now, priced from £26,805 RRP, with customer deliveries in April.

MINI announces the new Shadow Edition for the MINI Clubman and MINI Countryman, designed exclusively for the UK market. The MINI Shadow Edition includes a higher standard specification across both models, as well as edition-exclusive bonnet design and decals.

The new Shadow Edition has Midnight Black Metallic exterior body paint, with contrasting Silver roof and mirror caps and a Piano Black exterior, creating a dramatic and streamlined look.

Customers can choose between the Cooper and Cooper S engines, in both manual and automatic transmission, with the All4 Plug-in Hybrid also available on MINI Countryman.

Based on the Sport trim level, the Shadow Edition exterior features include 19" John Cooper Works Circuit Spoke alloy wheels, John Cooper Works aerodynamic kit including John Cooper Works spoiler, and LED front and rear lights.

The special edition has a graphic on the bonnet and the A-panel, while the lower roof features the Shadow logo. Black roof rails are offered as standard to customers selecting the MINI Countryman, and as an option for those choosing MINI Clubman.

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Inside, the Shadow Edition has Anthracite headlining and a Piano Black trim and both the dash trim and tread plates also feature additional graphics. The model also has John Cooper Works sport seats and a sports leather steering wheel with contrast stitching in Chili Red.

Continuing the high standard specification, the Shadow Edition comes equipped with the new 5.5-inch Digital Display Cockpit, Bluetooth with USB audio, Rear Park Distance Control, Interior Lights Pack and MINI Driving Modes, allowing drivers to switch between Sport, Mid and Green settings.

The MINI Excitement Pack, including MINI logo projection and LED mood lighting, and Navigation Pack, offering an 8.8-inch display with MINI Navigation, Real Time Traffic Information (RTTI), Apple CarPlay and Intelligent Emergency Calling, both come as standard. Comfort Pack, Comfort Plus Pack and Navigation Plus Pack, which includes Wireless Charging and Head Up Display, are optional.

The MINI Shadow Edition is available to order now from retailers nationwide, with first customer deliveries in April 2021. Prices start from £26,805 RRP for the MINI Clubman and £28,755 RRP for the MINI Countryman. For more information visit www.mini.co.uk.

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 2020, the BMW Group sold over 2.3 million passenger vehicles and more than 169,000 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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