

MINI UK CORPORATE COMMUNICATIONS



Media Information

Exclusive design sketches of the first fully-electric MINI – to be presented in 2019

Goodwood. MINI has released a pair of exclusive detail design sketches as an early preview of the brand's first fully-electric production model, which is set to make its debut in 2019. The first sketches of the production model coincides with the MINI Electric Concept making its UK debut at Goodwood Festival of Speed 2018.

Following on from the MINI E pilot project exactly ten years ago and the MINI Cooper S E Countryman ALL4 plug-in hybrid model on sale since 2017, the first fully-electric MINI represents the next stage in the electrification of the MINI brand and reflects the BMW Group's NUMBER ONE > NEXT strategy.

“MINI is an urban brand and the fully-electric MINI the logical next step into the future,” says Oliver Heilmer, Head of MINI Design. “These initial sketches for the fully electrified MINI outline our vision of authentic design creating a bridge between the history of the brand and its electric future.”

Combining the past and the future.

The sketches show the car's grille. Its hexagonal form is a signature MINI design element, but the closed-off interpretation is all new. Behind the grille, cooling elements are conspicuous by their absence – which means the grille can stay closed and therefore improve airflow. A yellow accent bar with an E badge in the same colour produces a powerful contrasting effect and identifies this as an electric MINI. The second sketch shows the striking wheel design of the fully-electric MINI, which has been carried over from the MINI Electric Concept – unveiled for the first time last year – into the production model. The wheels take the motif of the accent bar on the radiator grille and add their own asymmetrical twist.

The BMW Group announced the development of a battery electric MINI production vehicle in July 2017. The first of these large-scale produced MINIs with battery-electric drivetrains will be available from 2019 – exactly 60 years after the launch of the classic Mini.

This model will ensure that electro-mobility is delivered in a way unique to the MINI brand with driving fun, style and individualisation at its core. The electric

BMW Group Company

Postal Address
MINI UK
Summit One
Summit Avenue
Farnborough
Hampshire
GU14 0FB

Telephone
+44 (0) 1252 920 000

Internet
www.mini.co.uk

drivetrain will be built at the BMW Group's e-mobility centre at Plants Dingolfing and Landshut in Bavaria before being integrated into the car at Plant Oxford, which is the main production location for the MINI 3-Door Hatch.

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. As a global company, the BMW Group operates 31 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2017, the BMW Group sold over 2,463,500 passenger vehicles and more than 164,000 motorcycles worldwide. The profit before tax in the financial year 2016 was approximately € 9.67 billion on revenues amounting to € 94.16 billion. As of 31 December 2016, the BMW Group had a workforce of 124,729 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.

www.bmwgroup.com

Facebook: <http://www.facebook.com/BMWGroup>

Twitter: <http://twitter.com/BMWGroup>

YouTube: <http://www.youtube.com/BMWGroupview>

Google+: <http://googleplus.bmwgroup.com>

MINI Press Office Contacts:

Helen Wilson
MINI Media Relations Executive
Tel: 07815 372480
Email: Helen.Wilson@mini.co.uk

Chris Overall
MINI Media Relations Manager
Tel: 07815 370990
Email: Chris.Overall@mini.co.uk

Piers Scott
General Manager, Product and Internal Communications
Tel: 07815 378190
Email: Piers.Scott@bmw.co.uk

Graham Biggs
Corporate Communications Director
Tel: 07815 376867
Email: Graham.Biggs@bmw.co.uk

Media website:
www.press.bmwgroup.co.uk
www.mini.co.uk
www.twitter.com/miniuk
www.facebook.com/miniuk
www.youtube.com/miniuk

BMW Group Company

Postal Address
MINI UK
Summit One
Summit Avenue
Farnborough
Hampshire
GU14 0FB

Telephone
+44 (0) 1252 920 000

Internet
www.mini.co.uk