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A silver MINI car is parked on a city street. In the background, there are modern buildings with large windows and balconies. A sign on a pole shows a person walking. The scene is set in an urban environment with a mix of old and new architecture.

DRIVE.

Let's be clear:

Every car drives, but not every car is for the drive.

MINI is a different kind of car,
for a different kind of drive.
It's not the obvious choice.
It never has been, and never will be.

And since you're reading this,
you're clearly a different kind of driver.
Just the way we like it.



MEET THE
MINI FAMILY.



THE MINI HARDTOP.

The MINI community is full of individuals who all belong together—and the MINI family of vehicles is no different. Take the MINI Hardtop, which boasts our latest technology paired with redesigned interior and exterior accents that highlight its individuality. And now, you can satisfy your inner drive to boldly accelerate through the gears with an optional manual transmission. Whether you choose the iconic 2 Door model or the built-for-sharing 4 Door model, you'll find a Hardtop that's as unique as you are.

AT-A-GLANCE.

- Island Blue and Rooftop Grey body colors.
- Multitone Roof with a color gradient that goes from dark blue to light blue to black.
- Front bumper and side scuttles with LED indicator.
- LED headlights with an inner housing in high gloss black are standard.
- Optional Piano Black exterior accents now available.
- Center display with 8.8" Touchscreen nestled in a black panel and surrounding hashmarks.
- Digital instrument cluster behind the steering wheel, included on all models.





THE MINI CONVERTIBLE.

The MINI Convertible includes bold exterior styling—like the exciting Zesty Yellow body color—for a design that’s undeniably MINI. Add in a sunny day with the top down and there’s no limit to how much fun you can have. Unlimited headroom, unlimited possibilities. Coincidence? We think not.

AT-A-GLANCE.

- Zesty Yellow, Island Blue and Rooftop Grey body colors.
- Front bumper and grille with hidden safety bar.
- Side scuttles with LED indicator.
- LED headlights with an inner housing in high gloss black are standard.
- Optional Piano Black exterior accents now available.
- Center display with 8.8" Touchscreen nestled in a black panel and surrounding hashmarks.
- Digital instrument cluster behind the steering wheel, included on all models.





THE MINI CLUBMAN.

With its updated roomy interior, crafted from top-quality materials, the MINI Clubman is the most sophisticated MINI we've ever made. If that's not enough, its split rear doors and available ALL4 all-wheel drive put it in a class of its own.

AT-A-GLANCE.

- Dual-Panel Panoramic Moonroof.
- Premium not pretentious top-shelf finishes and MINI Yours Leather Lounge Upholstery.
- Comfortable seating for five.
- Center display with 8.8" Touchscreen nestled in a black panel and surrounding hashmarks.
- Digital instrument cluster behind the steering wheel, included on all models.





THE MINI COUNTRYMAN.

The MINI Countryman—our biggest and most versatile model—lets your adventurous side take the wheel. It handles like an iconic MINI, but packs so much more into it. With stylish exterior accents, innovative technology and room for five (plus gear), it’s uniquely MINI from boot to bonnet.

AT-A-GLANCE.

- Panoramic Moonroof.
- ALL4 All Wheel Drive available.
- Standard LED headlights with cornering functionality.
- Shaded Silver Illuminated interior includes a backlit pinstripe cockpit decorative strip.
- Seating for five plus gear.
- Center display with 8.8" Touchscreen nestled in a black panel and surrounding hashmarks.
- Digital instrument cluster behind the steering wheel, included on all models.



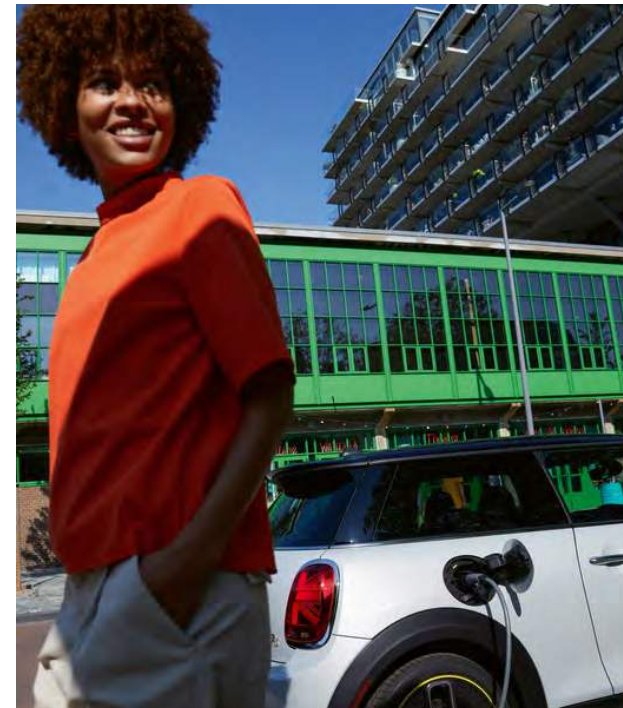


THE NEW MINI ELECTRIC HARDTOP 2 DOOR.

At first glance, it looks like a traditional MINI, but The New MINI Cooper SE Hardtop 2 Door—our first purely electric vehicle—has zero emissions, four driving modes, and on-demand power that's ready to go when you are. If you're looking for sustainability combined with our iconic go-kart driving experience, this is it.

AT-A-GLANCE.

- Model-exclusive wheels and MINI Electric yellow accents on the exterior.
- Charge at most standard wall outlets and public chargers. Fast DC charging for 80% battery charge in as little as 35 minutes.
- Electric motor plus battery location creates a well-balanced load distribution and lower center of gravity for peak MINI driving excitement.
- Electric motor maintains that iconic go-kart feeling.
- Breathe easy with zero emissions (no exhaust system needed).



IT ALL BEGINS WITH MINI JOHN COOPER WORKS.



Our premium performance models are named after the legendary John Cooper—the man who turned the original Classic Mini into the track-ready Mini Cooper and unleashed it onto an unsuspecting racing world. Today, MINI John Cooper Works are the most powerful and competitive MINI models ever built, engineered to get your heart racing and adrenaline pumping.

When our Engineers set out to design a new MINI, they always start with MINI John Cooper Works models. Once they've built and perfected the most powerful and commanding MINI, they base all other models on this high standard.



See familiar roads in a whole new light with the top down and race-inspired performance specs under the hood. The sky's the limit behind the wheel of The New MINI JCW Convertible.

The New MINI JCW Hardtop 2 Door compliments its good looks with performance specs you'd expect to find only on the racetrack. Let the rebel inside take the wheel of this street-legal go-kart.

At 301hp, the MINI JCW Countryman ALL4 and MINI JCW Clubman ALL4 are the most powerful MINI models ever approved for public road use in our sixty-year history. Each comes with a lightning-fast 4-cylinder MINI TwinPower Turbo engine and thunderous sport

exhaust system; an 8-speed Steptronic Sport transmission with integrated mechanical differential lock on the front wheels; and an enhanced model-specific rigid chassis. The perfect storm of outstanding performance is here—brace yourself and experience it firsthand.

NO STRANGER TO THE PODIUM.

In 1961, the ground-breaking Mini caught the attention of British racing legend John Cooper. Thanks to its superior design and engineering, this underdog blew away the competition with its ability to outrace and outlast the bigger sedans of the day.

Ever since, MINI has made regular visits to the winner's circle and chalked up numerous national and international wins – including three at the prestigious Monte Carlo Rally and six Dakar Rallies. More recently, the MINI John Cooper Works team won back to back TCA Series Manufacturers' titles at SRO TC America in 2020 and in 2019. MINI also won the 2018 Championship in the ST class of the IMSA Continental Tire SportsCar Challenge Series – proving that our passion for racing lives on.





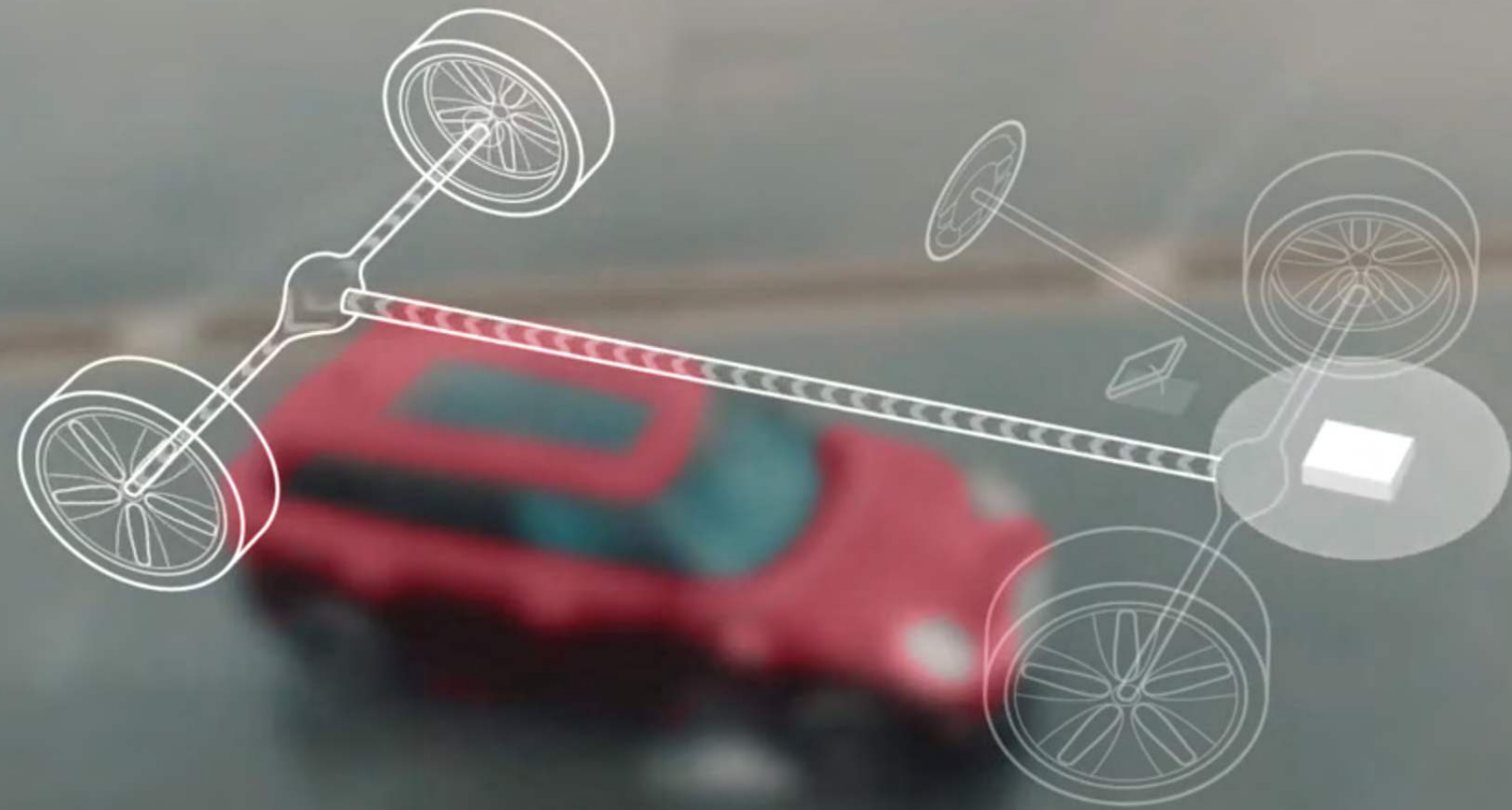
THE ONLY CAR THAT COMES WITH FRIENDS— STANDARD.

Call them what you'd like. MINI Motorers. MINI Enthusiasts. MINIacs. No matter what they call themselves, MINI Owners are a unique community. They rally online and on the road. They organize charity drives and weekend drives. They are extremely passionate about everything MINI and they are part of what makes MINI so special.

When you ask them what's so great about owning a MINI, you'll hear things like "fun to drive" and "makes me happy". But an unexpected perk of owning a MINI is the instant camaraderie you feel with fellow Owners. You see it at rallies. You see it in the MINI wave. You feel it when you meet up with MINI Owner Club members around the country.

A MINI is the only car that comes with friends standard. Come join us and see what all the fuss is about—you have several thousand new friends waiting to meet you.





CHOOSE THE SCENIC ROUTE WITH MINI ALL4 ALL-WHEEL DRIVE.

What is MINI ALL4 All-Wheel Drive? Consider it assurance that winter weather won't put a damper on your plans. When a loss of traction is detected, the system calculates the ideal traction distribution to optimize control and enhance agility, so you're ready for the road ahead. It redistributes power between the front and rear axles as needed, and when combined with the standard Electronic Brakeforce Distribution, it maximizes control to help you stay on your intended course. MINI ALL4 All-Wheel Drive comes standard on four models.





STAY CONNECTED — EVEN ON THE ROAD.

MINI Connected keeps a wide range of intelligent services and apps right at your fingertips. In addition to getting directions, keeping in touch with friends, and finding parking, MINI Connected is also your high-tech assistant with these services and more:

Emergency Request (SOS): Push the SOS button to send your location and vehicle information to our Response Center. In some cases, your MINI calls automatically. We can request help on your behalf, direct you to the nearest hospital or police station, or notify emergency contacts.

Advanced Real-Time Traffic Info (ARTTI): Streamline your trip with the latest traffic information along your route as well as in the area. Easily view traffic flow and nearby events, such as construction and accidents, to always keep you connected with the roads around you.

TeleService (Service Request): Your vehicle's service status and needs are transmitted automatically or manually upon your request. Your MINI Service Advisor then contacts you to schedule a convenient appointment.





SAFETY FEATURES.

You can never be too secure. That’s why every MINI is packed with safety features in a compact, efficient package. However, avoiding an accident in the first place is a much better outcome, which is why every MINI includes a host of active safety features including Forward Collision Warning, Automatic Emergency Braking and Lane Departure Warning.



HEAD-UP DISPLAY.
This retractable display puts essential motoring info—speed, navigation instructions, stereo and other alerts—closer to your line of sight.



ACTIVE DRIVING ASSISTANT.
This camera-based driver assistance feature includes Forward Collision Warning, Automatic Emergency Braking and Lane Departure Warning—and now comes standard on all models.

ADDITIONAL SAFETY FEATURES.

Eight airbags standard on MINI Hardtop 2 Door and 4 Door, Clubman and Countryman models, as well as MINI Electric models. Six airbags on the MINI Convertible.*

A rigid body structure and advanced crumple zones channel collision forces away from the passenger compartment in the event of an impact accident, while doors unlock, interior and hazard lights turn on and the fuel pump shuts down.†

The MINI Convertible comes standard with an Active Rollover Protection Bar which automatically deploys within milliseconds should safety systems detect a rollover.

Standard Anti-lock Brake System with Corner Brake Control helps to ensure optimum braking performance in any situation.

Our standard LED headlamps have an auto-leveling system that adjusts their angle to the road based on your speed and load.

Our Rear View Camera and PDC Sensors allows you to see what is behind you to warn against collision.

Electronic Differential Lock Control for enhanced cornering comes standard on John Cooper Works models.

* Airbags on all models may not deploy simultaneously.
† (Does not apply to BEV)



ADD MORE FUNCTION AND STYLE WITH MINI ACCESSORIES.

It's easy to make any MINI reflect your undeniable style thanks to the hundreds of MINI Accessories we offer. Whether you're designing a new MINI or looking to add another personal touch to your current one, we have performance parts, technology, custom graphics, design accents, and more. All orders can be placed either online or through your local dealer.

MINI John Cooper Works Accessories include head-turning interior and exterior accents that have been designed with your specific JCW MINI in mind.

shopminiusa.com



A CERTIFIED PRE-OWNED MINI HAS MORE TO GIVE.



Not every MINI vehicle can become a Certified Pre-Owned MINI. The process to qualify for the MINI CPO program is comprehensive, the selection criteria are rigorous, and the procedures are meticulously performed. Only vehicles meeting these standards can become a Certified Pre-Owned MINI putting them in a class apart from other pre-owned vehicles.

PROGRAM DETAILS.

Less than 5 years old. Although every MINI is young at heart, a Certified Pre-Owned MINI is actually still young.

Less than 60,000 miles. More adventures are still to come.

Genuine MINI parts. Any parts used to repair or service MINI CPO vehicles are the real deal—100% MINI.

MINI Certified Pre-Owned Limited Warranty*. MINI Certified Pre-Owned Protection Plan is up to 6-year/unlimited mile warranty* from original in-service date.

Roadside Assistance plan. On the off chance of a breakdown, Roadside Assistance will come to you and help get you back on your way ASAP—24 hours a day, 7 days a week. Roadside Assistance is good for the length of your protection plan.

Rigorously inspected. MINI trained technicians inspect and certify every MINI CPO candidate.

* The MINI Certified Pre-Owned Limited Warranty provides coverage for 1 year with unlimited miles after the expiration of the 4-year/50,000-mile (whichever comes first) MINI New Vehicle Limited Warranty. That's coverage for up to a total of 5 years with unlimited miles from the vehicle's original in service date. Additional plans are available to extend your vehicle's coverage up to a total of 6 years with unlimited miles. Every MINI CPO also comes with 24/7 Travel Protection through MINI Roadside Assistance coverage for 1 year with unlimited miles. See your MINI dealer or visit miniusa.com/minicpo for complete details of warranty coverage.

miniusa.com/minicpo



THE INSIDE TRACK ON OUR ICONIC DESIGN.

From a revolutionary design idea precipitated by a global crisis to a car trend inspired by the race track, our path from then to now has been filled with twists and turns.

DID YOU KNOW...

A 1959 fuel crisis in England inspired the creation of the first Mini. Despite being a mere 10 feet long, engineers were able to comfortably seat four passengers by creating the world's first mass-produced transverse engine and pushing the vehicle's wheels out to the corners.

Our iconic contrasting roof and mirrors were originally invented to help MINI stand out from the pack in races.

MINI doors are perfectly balanced and weighted to close on their own from roughly 8 inches away, removing the need to slam the door.

All US-bound MINI are driven on a short, low-speed test track indoors, and a long high-speed test track outdoors, which include varying rumble zones made from cobblestones, tight turns, quick stops, and fast acceleration zones. Afterwards, each car is visually inspected from underneath for anything out of the ordinary. The US is the only market in the world treated this way.

The MINI Plant Oxford built its 10 millionth MINI—a 60 Year Edition Hardtop—which rolled off the assembly line on July 24, 2019.

After an initial paint coat, each MINI gets a "car wash" with brushes made of **super soft** female ostrich feathers.

When a contrasting roof is ordered, the whole vehicle is first painted with the body color. Then it's moved into another line where the roof is **taped off by hand**, the moonroof hole is covered, and the whole car below the roof line is wrapped up. It finally goes through the paint booth again, this time painted the contrasting roof color.

PICK YOUR MINI.

Cooper models are sporty and spirited with 134hp and 162 lb-ft of torque - a Sport Dual Clutch Transmission. **Cooper S** models deliver even more thrills with 189hp and 206 lb-ft of torque.* **John Cooper Works** Hardtop and Convertible models deliver a powerful 228hp and 235 lb-ft of torque, while the Clubman and Countryman now boast race-inspired power with 301hp and 331 lb-ft of torque.

**MINI Cooper SE engines do not have a Sport Dual Clutch Transmission.*



THE MINI HARDTOP 2 DOOR.

Iconic styling that started it all. Updated to be feistier and more fun, but still has the soul of the original MINI.

Available in 3 models:

- Cooper
- Cooper S
- John Cooper Works



THE MINI HARDTOP 4 DOOR.

Same handling—more handles. It's the iconic MINI styling you love with double the doors.

Available in 2 models:

- Cooper
- Cooper S



THE MINI CONVERTIBLE.

The sky's the limit. We've combined endless headroom with the heartbeat of the original.

Available in 3 models:

- Cooper
- Cooper S
- John Cooper Works



THE MINI CLUBMAN.

With six doors—including a split rear door—it's the most charming and sophisticated MINI we've ever made.

Available in 3 models:

- Cooper S
- Cooper S ALL4
- John Cooper Works ALL4



THE MINI COUNTRYMAN.

The biggest, most adventurous MINI offers standard features you might expect to be optional.

Available in 5 models:

- Cooper S
- Cooper S ALL4
- John Cooper Works ALL4



MINI ELECTRIC

THE MINI ELECTRIC HARDTOP 2 DOOR.

Our first purely electric vehicle combines sustainability with our iconic go-kart driving experience.

Available as:

Cooper SE*