



MINI CORPORATE COMMUNICATIONS

Media information

30 October 2023

New John Cooper Works logo debut: Bulldog Racing is once again competing with a MINI John Cooper Works.



New John Cooper Works logo debuts at the Rundstrecken-Challenge Nürburgring 2023 season finale, the 3- hour race "Schwedenkreuz" - Bulldog Racing running MINI John Cooper Works Edition with 6-speed manual transmission.

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Nürburg. The season finale of the Rundstrecken-Challenge Nürburgring 2023, one of the most exciting motorsport events in Germany, provided Bulldog Racing with the perfect opportunity to present the new John Cooper Works logo in action. The dynamic design of the logo reflects the performance of John Cooper Works and was impressively displayed in the midst of the exciting, but rainy racing action.

The new John Cooper Works logo represents passion and the sporty character of the brand. It will replace the previous JCW logo on all vehicles in the new MINI family unveiled in September. "The new John Cooper Works logo is an expression of the boundless enthusiasm and pride we feel for John Cooper Works. John Cooper Works and motorsport play a central role in the DNA of MINI. They will continue to drive our innovative spirit and creativity in the future" says Stefanie Wurst, MINI Brand Director.

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Topic New John Cooper Works logo debut: Bulldog Racing is once again competing with a MINI John Cooper Works.

Page 2

The MINI John Cooper Works Edition with 6-speed manual transmission and the starting number #616, presented a solid performance throughout the wet race and finished 53rd, out of 158 cars started after 13 laps driven. In the class for production-based cars with a displacement of 1,600 to 2,000 cc and turbochargers, the black MINI John Cooper Works Edition finished 13th out of 23 cars that started.

Sebastian Sauerbrei (GER) and Friedhelm Thelen (GER) raced the MINI John Cooper Works Edition. Sebastian Sauerbrei achieved his personal best placement in a 24-hour race this year behind the wheel of this exact car. Friedhelm Thelen is a Nürburgring expert and team boss of Bulldog Racing.

Fuel consumption, CO₂ emission figures and power consumption were measured using the methods required according to Regulation VO (EC) 2007/715 as amended. They refer to vehicles on the German automotive market. For ranges, the NEDC figures take into account differences in the selected wheel and tyre size, while the WLTP figures take into account the effects of any optional equipment. For vehicles newly type-approved since 01.01.2021, the official specifications exist only according to WLTP. In addition, according to EU Regulation 2022/195, the NEDC values will no longer be included in the EC certificates of conformity as of 01.01.2023.

All figures have already been calculated based on the new WLTP test cycle. NEDC figures listed have been adjusted to the NEDC measurement method where applicable. WLTP values are used as a basis for the assessment of taxes and other vehicle-related duties which are (also) based on CO₂ emissions and, where applicable, for the purposes of vehicle-specific subsidies. Further information on the WLTP and NEDC measurement procedures is also available at www.bmw.de/wltp.

For further details of the official fuel consumption figures and official specific CO₂ emissions of new cars, please refer to the "Manual on the fuel consumption, CO₂ emissions and power consumption of new cars", available at sales outlets free of charge, from Deutsche Automobil Treuhand GmbH (DAT), Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen and at <https://www.dat.de/co2/>.

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Date 30 October 2023

Topic New John Cooper Works logo debut: Bulldog Racing is once again competing with a MINI John Cooper Works.

Page 3

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 over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2022, the BMW Group sold nearly 2.4 million passenger vehicles and more than 202,000 motorcycles worldwide. The profit before tax in the financial year 2022 was € 23.5 billion on revenues amounting to € 142.6 billion. As of 31 December 2022, the BMW Group had a workforce of 149,475 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

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