



MINI CORPORATE COMMUNICATIONS

Media information

12 June 2024

The new MINI Cooper 5 Door.

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The new MINI Cooper 5 Door.

A few months after the launch of the new MINI Cooper 3 Door, the five-door Cooper is now joining the new MINI family. The MINI Cooper 5 Door is characterised by the brand's typical driving fun, extended space, and distinctive functionality. These make the five-seater an exceptional phenomenon in its segment, together with its unique design - a combination of tradition and modern, purist styling - and innovative assistance systems.

With a length of 4,036 mm, a width of 1,744 mm and a height of 1,464 mm, the body dimensions are almost identical to those of its predecessor and underline the basic idea behind every MINI: To create as much space as possible on a small footprint.

In the case of the MINI Cooper 5 Door, this means an interior that offers enough space for five passengers. Compared to the new MINI Cooper 3 Door, the wheelbase is 72 mm longer and the body 172 mm longer. All of which benefits the occupants in terms of comfort and space. Short overhangs, clear surfaces and expressive accents also give the new MINI Cooper 5 Door its unmistakable charisma. Inside, digital innovations and an immersive user experience take the MINI DNA to a new level.

The larger body version of the purist MINI Cooper also delivers the brand's hallmark driving fun and agile handling. There is a choice of two efficient petrol engines which, combined with the modern chassis and precise steering, deliver the hallmark MINI go-kart feeling.

The three-cylinder petrol engine of the MINI Cooper 5 Door C generates 115 kW/156 hp. The MINI Cooper 5 Door S is powered by a four-cylinder petrol engine with 150 kW/204 hp. Hallmark MINI steering and powerful brakes ensure a high level of driving fun, safety, and comfort. Compact



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dimensions, short overhangs, and a small turning circle of 11.4 metres make the MINI Cooper 5 Door a versatile model for the city.

The new MINI Cooper 5 Door combines charismatic MINI design with an extra portion of functionality. In the rear, the noticeably wider interior provides comfortable space for three passengers. The 60:40 folding rear seats increase the luggage compartment capacity from 275 litres to up to 925 litres.

The new MINI design style.

The new MINI Cooper is characterised by "Charismatic Simplicity".

The design language of the current MINI family presents the traditional values of the brand with a striking clarity. The authentic design language of the new models combines advanced technology with elementary principles of vehicle design and brand origins.

The exterior.

Short overhangs, a small bonnet, a long wheelbase, and large wheels - the proportions of the MINI Cooper 5 Door reflect its urban character.

Thanks to its compact silhouette, the model is easy and comfortable to manoeuvre even in tight spaces - with plenty of room for all passengers. The new MINI Cooper 5 Door is an original MINI with a high recognition value. The visual tripartite division into a clearly designed body, a wraparound window area and a stepped roof makes it instantly recognisable.

The minimalist design of the front end with its focused expression contributes to this. The new generation also features the iconic MINI round headlights. Together with the octagonal front grille, they form the



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distinctive MINI face. Standard LED headlights with individually adjustable daytime running light elements enhance the striking appearance. The optional light signatures are available in three versions to emphasise the character of the vehicle. The MINI Cooper interacts with the driver using a specially orchestrated welcome and goodbye animation even before the journey begins.

Reduced body design for a striking look.

The new MINI aesthetic continues at the rear with clear surfaces and flush-fitting taillights. The vertically aligned LED clusters are reminiscent of the classic MINI lights and, like the headlights, can be switched to different settings.

The flush-mounted design of the rear lights lends a modern and purist look to the car's rear sculpture. It is subdivided by a striking black handle strip with distinctive model lettering. Its horizontal alignment emphasises the new MINI Cooper's broad stance.

Four trims with individual equipment options.

The new MINI Cooper 5 Door is available in eleven expressive body colours. For the roof, there is a choice of three contrasting colours, the car colour and the characteristic multi-tone roof with a gradual colour gradient. The different colour tones highlight different features of the car and showcase the new MINI design language in a variety of ways.

The car can be personalised with four different exterior trims. The Essential Trim, which comes as standard, emphasises the minimalist overall appearance and highlights certain functional parts such as the logo in Vibrant Silver. Starting with the Classic Trim, the roof is available in black or white, as is the Multitone roof with its unique colour gradient.



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The contrast with the body colour gives the MINI Cooper a particularly expressive look.

In the Favoured Trim version, the front radiator grille frame and certain design elements are finished in Vibrant Silver, further enhancing the individuality of the MINI Cooper.

The JCW Trim emphasises the sporty side of the MINI Cooper 5 Door. Exclusive design features such as the striking front and rear diffusers, radiator grille surround and high-gloss black JCW logo allude to MINI's motorsport heritage. Chili Red is available exclusively for the contrasting roof.

The tyre diameter is larger than on the outgoing model, emphasising the wide stance of the new MINI Cooper 5 Door. Aerodynamic wheel designs in 16 and 18-inch sizes offer further exterior options.

The interior.

The interior of the new MINI Cooper 5 Door also features the brand's typical combination of new elements, technical innovations, and references to the brand's history.

Minimalist and immersive.

The design of the front end of the new MINI Cooper 5 Door is reduced to the essentials and is reminiscent of the purist design of the classic Mini. Legendary inventor Alec Issigonis designed an interior for the first model with a round instrument in the centre and the characteristic toggle switch strip below. These two elements also structure the cockpit in the MINI Cooper 5 Door.

The minimalist design of the interior makes do with fewer components,



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which are cleverly designed and manufactured to a high standard. Behind the steering wheel, the optional, slim, combined head-up display ensures that all relevant content appears in the driver's field of vision. As a result, the dashboard on the driver's side does not require an additional instrument panel, so it opens the view to the front.

Innovative materials characterise the feel-good atmosphere in the interior of the MINI Cooper. A specially developed knitting process is used to create the versatile, easy-care structure of the textile in two-colour design made of recycled polyester. The textile surfaces extend across the curved dashboard and into the door panels. The air vents feature an especially flat design. The horizontal arrangement of the air vents ensures an even flow of air in the cockpit. The direction of the vents can be easily adjusted.

The generous space in the front seats and the clean lines give the cockpit a modern and airy look. Thanks to the panoramic glass roof, the interior is particularly bright. The seats are available in a standard version and in a JCW version. Their side panels are upholstered in high-quality fabric right down to the adjustment buttons. Three passengers can sit comfortably in the rear.

High-resolution OLED display revolutionises user experience.

Like the round instrument of the outgoing model, the new central icon with its versatile functions is the visual focal point of the interior. The central OLED display in the redesigned cockpit has been moved closer to the driver, making it easier to reach. Its high resolution sets a new standard. Thanks to the MINI Operating System 9, all vehicle functions can be controlled intuitively by touch or voice. The slim touch display has a high-quality glass edge, has grown to 240 mm in diameter and its



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operating logic is reminiscent of the standards familiar from smartphones.

The graphical presentation of content focuses on the essentials. Vehicle-related information is displayed at the top. The lower part of the OLED display provides direct access to the navigation, media, phone and climate control menus. The home button returns the display to its default settings.

The MINI Experience Modes.

The seven MINI Experience Modes can be selected according to mood and personal preference and characterise the atmosphere in the interior.

Using the MINI Projector on the rear of the OLED display, they transform the dashboard into matching worlds of colour and pattern. The interplay of projection, ambient lighting and the MINI Interaction Unit creates a unique, immersive experience that extends into the door trim. This opens new possibilities for individualisation. In Personal Mode, for example, a personalised image can be selected as the display background via the MINI App. The dominant colours of the picture are then applied to the dashboard's textile surfaces using a digital colour picker. The ambient lighting under the dashboard and in the door mirror is also colour-coded to match these projections.

Each mode has its own customised backgrounds. In Go-kart mode, for example, the display and interior are dominated by the John Cooper Works signature charcoal grey and red.



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The new design of the rocker switch strip.

Just like the iconic centre console, the rocker switch strip with its toggle switches is as legendary as the MINI itself - and yet it has been carefully updated time and again. In the latest version, the parking brake, gear selector, start/stop button, Experience Mode, and volume control are all at your fingertips. Practical benefit: The removal of the gear selector has freed up more space in the centre console, which now features a large open storage compartment in addition to the cup holders. Smartphones can be charged in the wireless charging area at the front of the console and are always ready to hand.

Four newly designed interior trims.

The new colour and material concept for the MINI Cooper 5 Door is deliberately minimalist. High-quality, environmentally friendly materials are used, such as the knitted recycled polyester surfaces on the dashboard and door trim.

Four newly designed trims underline the feel-good concept. The Essential Trim includes black sport seats with patterned multi-tone fabric and a matching fabric strip on the dashboard. A new accent colour, Vibrant Silver, is used to highlight certain interior and exterior functional elements.

Starting with the Classic Trim, the standard two-spoke steering wheel is replaced by a three-spoke version with a textile band at the six o'clock position. A 2D knitted fabric in grey and black on the dashboard and doors contrasts with the imitation leather seats.



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A two-tone houndstooth pattern on the knitted dashboard is particularly expressive. The perforated Vescin sports seats are available in two colours with traditional accent stitching.

JCW Trim is a sporty interpretation of the new material concept. Combined with multi-coloured knitted fabric and black imitation leather with red stitching, the colour scheme echoes that of the dashboard and door trims.

Digital services.

"Hey MINI" - the new MINI Intelligent Personal Assistant.

In the new MINI Cooper, numerous functions can be controlled using the brand's first fully-fledged voice assistant. The MINI Intelligent Personal Assistant can be activated with the greeting "Hey MINI" or else by using the push-to-talk steering wheel button. Voice-controlled interaction takes place on the circular OLED display in the form of an animation of graphic elements, typography, and an avatar. Users can choose between the visualisation of "MINI" - a stylised representation of a MINI - and the virtual travel partner "Spike". The driver can easily control navigation, telephone, entertainment, and numerous vehicle functions by voice.

The MINI Intelligent Personal Assistant continuously learns from repeated routes. Drawing on geo-based data, for example, the vehicle can learn to automatically open the window when entering a car park. This makes everyday life much more convenient.

The new MINI Operating System 9.

The MINI user interface combines functional and emotional elements. The design is reduced, creating a very modern look based on new graphics. Static and dynamic elements blend naturally into the circular



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shape of the MINI Interaction Unit, following a clear structure. Micro animations reinforce the intuitive interaction between the driver and the central instrument, thereby underlining the digital character of the new MINI family.

The MINI Operating System 9 is an in-house development of the BMW Group. Operation is intuitive and follows standards that are familiar from the consumer electronics sector.

The home menu is located in the centre of the screen. The status bar with the menu items Navigation, Media, Telephone, All Apps and (depending on the situation) Home is located at the bottom of the screen. Favourite functions such as navigation destinations or radio stations can be stored in the tool belt for quick access. The upper part of the screen is reserved for driving-related content, such as speed and important vehicle status information. The optional head-up display presents the most important information in the driver's line of sight.

In conjunction with the MINI Connected Package, the full MINI Navigation Package supports the driver during the journey with realistic 3D visualisation of turn situations, a display of the current traffic situation even when the route guidance system is not activated, information on parking facilities including digital payment options and much more.

New driver assistance systems make day-to-day life easier.

The new Parking Assistant Plus makes the parking process even easier. Thanks to 12 ultrasonic sensors and four surround-view cameras, the vehicle can identify possible parking spaces more clearly and can even independently initiate space-restricted parking manoeuvres.



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With MINI Digital Key Plus, the smartphone becomes the key and opens the car automatically. The welcome projection of the front and rear lights begins as soon as the driver is less than three metres away; the doors are unlocked when the driver is at less than one and a half metres away from the car. The digital key is transferable to different users, thereby facilitating car sharing in that it is no longer necessary to hand over a conventional vehicle key to the other person.

The drive.

The new MINI Cooper 5 Door with petrol engine.

The new MINI Cooper 5 Door is available with a choice of two efficient petrol engines. Within the new model family, MINI refers to the performance levels with the designations C and S. The entry-level model is the MINI Cooper C with a 115 kW/156 hp three-cylinder engine (consumption combined: 6.6 – 6.0 l/100 km (62 miles); CO2 emissions combined: 149 - 136 g/km according to WLTP; CO2 Class: E) with 230 Nm (170 lb/ft) of torque. This enables the vehicle to accelerate from a standstill to 100 km/h (62 mph) in 8.0 seconds and reach a top speed of 225 km/h (134 mph).

The MINI Cooper S has a 150 kW/204 hp four-cylinder engine (consumption combined: 6.8 – 6.3 l/100 km (62 miles); CO2 emissions combined: 153 - 141 g/km according to WLTP; CO2 Class: E) with a maximum torque of 300 Nm (221 lb/ft). It accelerates from 0 to 100 km/h (62 mph) in 6.8 seconds and has a top speed of 242 km/h (150 mph).

Comfortable and sporty mobility.

The track width and wheelbase are generous for this vehicle segment and provide the basis for the hallmark MINI dynamic performance. The MINI Cooper 5 Door features a suspension and damping system tuned for



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spirited handling. This ensures a high level of everyday driving comfort, combined with the precise steering feel typical of MINI and the powerful brakes.

Highly preloaded anti-roll bar mounts on the axles ensure balanced body handling during dynamic cornering. They also ensure steering precision and accuracy. The result is excellent body support combined with smooth rolling comfort.

Selective tuning of the steering and all stability control systems ensures an exceptional experience in all driving situations. An adaptive suspension with frequency-selective damping system is available for particularly sporty driving. The increased tyre diameter of 625 mm gives the MINI Cooper 5 Door a greater visual presence. At the same time, driving dynamics and ride comfort are improved. In addition, the tyre width of the optionally available 17-inch and 18-inch rims is increased to 215 mm in order to emphasise the typical MINI go-kart feeling. Available rim sizes range from 16 to 18-inches.

Fuel consumption, CO2 emission figures and power consumption and range 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.

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



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

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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 2023, the BMW Group sold more than 2.55 million passenger vehicles and more than 209,000 motorcycles worldwide. The profit before tax in the financial year 2023 was € 17.1 billion on revenues amounting to € 155.5 billion. As of 31 December 2023, the BMW Group had a workforce of 154,950 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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