



# MINI CORPORATE COMMUNICATIONS

Media Information

28 January 2025

## Maximum Performance on Snow and Ice: The MINI John Cooper Works with Genuine Accessories.



The maximally sporty driving behavior of the MINI John Cooper Works also delights with an extra portion of driving fun even in demanding road conditions. The high-performance model impressively demonstrates the brand-typical agility, also on ice and snow. The individual character of the powerful model can now be enhanced through exclusive equipment components.

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**Munich.** Snow-capped peaks and glistening ice surfaces promise adrenaline-filled pleasure in winter sports. Conditions that also invite one to enjoy the winter in a particularly emotional way in the MINI John Cooper Works. The new equipment components for the powerful three-door MINI in high-gloss Black and Chili Red set particularly striking accents against a snow-white landscape. But even in any other season, aerodynamically optimised details and racing-inspired design draw attention to themselves.

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## **Maximum driving dynamics and safety in any weather.**

The distinctly sporty MINI John Cooper Works impresses with a four-cylinder TwinPower Turbo petrol engine and 170 kW/231 hp, even on snow and ice, with impressive driving characteristics. The chassis technology developed with racing expertise conveys the legendary go-kart feeling in demanding road conditions and at the same time ensures safe driving fun. The maximum torque of 380 Nm accelerates the MINI John Cooper Works (combined fuel consumption: 6.8 – 6.5 l/100 km; combined CO<sub>2</sub> emissions: 154 – 147 g/km according to WLTP) from a standstill to 100 km/h in 6.1 seconds. The top speed is reached at 250 km/h.

## **Original John Cooper Works accessories for performance-optimised aerodynamics.**



The extremely sporty orientation can be further enhanced by John Cooper Works aerodynamic components. High-quality winglets for the front and rear bumpers as well as the side skirts strengthen the character of the vehicle. The shape and design of the air guidance elements were developed specifically for the MINI John Cooper Works. In high-gloss Black and Chili Red and together with the JCW roof spoiler and the JCW rear diffuser, they set contrasting motorsport accents. The newly designed JCW element for the C-pillar makes the vehicle appear more powerful.

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The long motorsport history of MINI John Cooper Works dates back to the 1960s. As early as January 1964, the classic Mini demonstrated its feel for snow on the Col de Turini in the icy hairpin bends of the French Maritime Alps during the Monte Carlo Rally. With the overall victory that followed, Paddy Hopkirk made the Mini a motorsport legend. Timo Mäkinen and Rauno Aaltonen repeated the triumph in 1965 and 1967.

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### **Puristic design with enhanced motorsport flair.**

The racing-oriented design of the MINI John Cooper Works keeps the successful history present to this day. The new JCW-specific foiling underlines the unparalleled performance of the model.

Asymmetrical stripes in Chili Red on the bonnet, the body side and the rear of the vehicle give the MINI John Cooper Works an individual character.

On the black front grille, the red MINI JCW tow strap with a black JCW logo can make a decorative statement. The design of the high-quality accessory comes from rally sport. Black and red JCW exterior mirror caps with a chequered flag design reference the motorsport history and round off the exclusive look of the MINI John Cooper Works.



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The 17-inch complete winter wheels with the JCW Star Spoke design ensure the necessary grip on slippery roads. A fixed JCW hub cover keeps the JCW logo horizontal in the centre of the rim during driving, providing a visual highlight. In addition, red MINI valve caps with the JCW logo offer secure protection.

The diverse accessory programme for the MINI John Cooper Works offers exclusive equipment options with which motorsport enthusiasts can enjoy maximum sporty driving fun with individual accents.

MINI John Cooper Works (WLTP combined: Power consumption 6.8 – 6.5 l/100km; CO2 emissions: 154 – 147 g/km; CO2-class: E).

All model variants, equipment and technical data described here refer to the German market. Consumption and emission data refer to the German Passenger Car Energy Labelling Regulation (EnVKV).



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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 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 2024, the BMW Group sold over 2.45 million passenger vehicles and more than 210,000 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 economic success of the BMW Group has always been based on long-term thinking and responsible action. Sustainability is a key element of the BMW Group's corporate strategy and covers all products from the supply chain and production to the end of their useful life.

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