

MINI MY 2025 FULL LINE PRESS KIT



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THE NEW MINI FAMILY – 11 NEW MODELS FOR 2025 MODEL YEAR

Woodcliff Lake, NJ – November 7, 2024 - The New MINI Family is the most significant product investment in MINI's history since the first Mini rolled off the line in 1959. Over the last 14 months, MINI has introduced a full range of new models, that when complete by end of 2025, will represent a total of 11 new models available in the U.S. market.

This investment is a complete transformation of the entire MINI product portfolio and the launch of an entirely New MINI Family. This material offers a look at the range of new 2025 MY MINI models for the U.S. market.

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2025 MINI Cooper 2 Door and MINI Cooper S 2 Door.

With its classic design and proportions, the all-new MINI Cooper 2-door and MINI Cooper S 2-door are part of the most significant transformation for the brand since the very first Mini was launched 65 years ago.

These next-generation models present a bold statement for the New MINI Family embracing the truest form of MINI's classic design and proportions. Both models feature an-all new fresh interior and exterior design.

Interior elements include knitted fabric in the dash and door panels, Vescin synthetic leather upholstery options and a new quantum leap in vehicle technology featured in the industry-first 9.4 round OLED screen.

For US customers, both models come exclusively with 2.0-liter 4-cylinder engines. The New MINI Cooper 2-door features a 2.0 liter 4-cylinder turbo engine generating 161 horsepower and a maximum of 184 lb.-ft of torque which is mated to a 7-speed dual clutch transmission. This combination propels the MINI Cooper 2-door from 0-60 mph in 7.4 seconds, topping out at 130 mph.

The new MINI Cooper S 2-door features more power with a 2.0-liter turbo 4-cylinder engine, generating 201 horsepower and a maximum of 221 ft.-lbs. of torque, which is mated to a 7-speed dual clutch transmission. This setup accelerates the car from 0 to 60 mph in 6.3 seconds.

Delivering on the promise of MINI's signature go-kart-like handling, both models come equipped with a suspension and damping system designed for agile handling and razor-like reflexes.

The new MINI Cooper 2-door and MINI Cooper S 2-door offer contemporary minimalism in their new compact design, while horizontal LED daytime lights underline the cars' new appearance. A total of 12 ultrasonic sensors also envelope the exterior to support driver assistance systems and increase driving safety. The interior focuses on minimalist design and new materials with an eye for sustainability.

Customers can choose from eight unique exterior colors for the MINI Cooper S 2-door. The new Classic and Favoured style packages offer a wide range of customization options in keeping with MINI's expressive brand personality.

Depending on the trim, these models are available with different body paint finishes and interior trims.

All colors can be combined with one of three roof colors and create a variety of contrasts. An exclusive option in conjunction with the Favored Trim package is the Spray-Tech design of the distinctive Multitone Roof. This features a three-color gradient. When it comes to wheels, the new MINI Cooper 2-door and MINI Cooper S 2-door will come with a choice of aerodynamically optimized designs available in 17-inch to 18-inch aluminum rims.

Manufacturer's Suggested Retail Price (MSRP) and availability.

The 2025 MINI Cooper comes with a base MSRP of \$28,950 plus \$995 destination and handling. The 2025 MINI Cooper S comes with a base MSRP of \$32,200 plus \$995 destination and handling.

Click [here](#) to view and download the full product press release for the MINI Cooper 2-door and MINI Cooper S 2-door.

2025 MINI Cooper 4 Door and MINI Cooper S 4 Door.

The all-new MINI Cooper and Cooper S 4-door models offer all the performance, style, technology, and “fun-to-drive” goodness of the MINI 2-door models, with the added convenience and space of a 4-door.

With 6.3 inches more in length and 1.2 more inches more in height, along with a longer wheelbase, the MINI Cooper and Cooper S 4-door models maximize the use of space for increased passenger and cargo utility without giving up an ounce of the fun-to-drive driving dynamics expected of a MINI.

Both the Cooper and Cooper S 4-door models offer the same powertrain as their 2-door stablemates, with the Cooper 4-door engine producing 161 horsepower and a maximum of 184 lb.-ft of torque, propelling the car 0-60 mph in 7.7 seconds.

The Cooper S 4-door produces 201 horsepower and a maximum of 221 lb.-ft and offers a 0-60 time of 6.5 seconds. Both cars route power through a 7-speed dual clutch transmission to the front wheels.

In the rear, a noticeably wider interior provides comfortable space for three passengers. The 60:40 folding rear seats also increase the luggage compartment capacity from 9.71 cubic feet to up to 32.66 cubic feet.

On the customization front, the new MINI Cooper S 4-door will have 10 color choices available in the U.S. For the roof, customers can choose from body color, black, white or a blue multi-tone roof with a gradual color gradient based on trims and styles chosen. Three styling packages are available to U.S. customers: Classic, Favoured and JCW.

With the Classic Style, the roof is available in body color, black or white. The Favoured Style gives the front radiator grill frame and other design elements a Vibrant Silver finish, as well as the option for a unique blue multitone roof with a color gradient blending Glazed White with Indigo Sunset Blue and San Marino Blue.

The available JCW Style exclusive to the Cooper S 4-door, emphasizes the sporty side of MINI with design features that include the JCW Aero Kit with striking front and rear diffusers, high gloss black wheel spats, a set of gloss

black brake calipers with JCW logos, a unique radiator grill surround and high-gloss black JCW logos.

Manufacturer's Suggested Retail Price (MSRP) and availability.

The MINI Cooper 4-door starts production in November 2024 with models arriving to the U.S. in January of 2025. It will arrive with a U.S. base MSRP of \$29,950 + \$995 destination and handling.

The Cooper S 4-door began production in July and started arriving at U.S. dealers this September. This model is offered with a U.S. base MSRP of \$33,200 + \$995 destination and handling.

Click [here](#) to view and download the full product press release for the MINI Cooper 4-door and MINI Cooper S 4-door.

2025 MINI Cooper Convertible and MINI Cooper S Convertible.

The new generation of MINI Convertibles are the latest in the complete transformation of the New MINI family with drop-top models that perfectly embody the brand's openness and fun. "Always Open" - this traditional claim of the MINI Convertibles aptly describes the model's philosophy.

For the US market, the MINI Cooper Convertible comes with a 2.0 liter turbocharged four-cylinder engine that produces 161 horsepower and a maximum of 184 ft-lbs. of torque. This propels the 0-60 mph in 7.9 seconds.

The 2.0-liter turbo charged four-cylinder engine in the MINI Cooper S Convertible is further tuned to produce 201 horsepower and a maximum of 221 ft-lbs. of torque, with 0-60 mph arriving in just 6.7 seconds.

The convertible's design emphasizes the character of the new generation with clean surfaces and accentuated details. The front end design of the MINI Convertibles shows the instantly recognizable face of the brand with iconic round headlights and the newly designed front grille. The octagonal-shaped surround encompasses the wide air inlets in either Vibrant Silver or gloss black.

Round LED headlights and a redesigned front grille emphasize the model's charismatic appearance with classic design features in a modern interpretation. A variety of exterior paints interior finishes, and fresh accents amplify the new Convertibles with the brand's signature design highlights.

This new generation perfectly embodies the brand's traditional "Always Open" philosophy. Available with a classic Union Jack pattern, the power soft top opens fully in just 18 seconds, even when the car is driven at speeds up to 19 mph, allowing drivers to always enjoy the breeze and sunshine.

For an extra dose of sunshine, the fully automatic soft top can be opened in two ways: either fully retracted, or like a sunroof where the front section of the roof may be slid open up to 16 inches, regardless of speed driven.

A feature truly unique to the MINI Convertible is the return of the "Openometer". In a fun "MINI" way, the "Openometer" in the center display tracks how long the car has been driven with the top-down, challenging owners

to drive their MINI Convertible “always open” every chance they get. For the US market two individual trims, Classic Style, and Favoured Style, are available along with a total of 11 paint colors. A variety of 17- and 18-inch wheels are available.

Manufacturer’s Suggested Retail Price (MSRP) and availability.

The 2025 MINI Cooper Convertible will have a base MSRP of \$33,950, plus \$995 destination and handling. The more powerful and sporty MINI Cooper S Convertible will have a base MSRP of \$37,200 plus \$995 destination and handling. Both models are expected to arrive at U.S. dealers, early January of 2025.

Click [here](#) to view and download the full product press release for the MINI Cooper Convertible and MINI Cooper S Convertible.

2025 MINI John Cooper Works 2 Door and MINI John Cooper Works Convertible.

With impressive driving characteristics and legendary go-kart feeling, the new top-performance models from MINI continue the legacy of racing legend John Cooper.

A 2.0 liter four-cylinder TwinPower Turbo gasoline engine emphasizes the powerful sportiness of the new MINI John Cooper Works models, producing 228 horsepower of power with 280 ft-lb of maximum torque in both the MINI John Cooper Works and the MINI John Cooper Works Convertible.

Torque is up from 235 ft-lb in the previous generation JCW models. This allows the MINI John Cooper Works 2 Door to run 0-60 mph in 5.9 seconds and the MINI John Cooper Works Convertible to run 0-60 mph in 6.2 seconds. The MINI John Cooper Works 2 Door reaches a top speed of 155 mph and the MINI John Cooper Works Convertible a top speed of 152 mph.

A sporty 7-speed dual clutch automatic transmission enables quick gear shifts for dynamic acceleration. Using the two paddle shifters on the left and right of the steering wheel, the motorsport character of the new MINI John Cooper Works models can be fully experienced.

The specific suspension settings offer a genuine go-kart feeling combined with agile handling. The brake system with Chili Red calipers and JCW logos ensures precise and safe braking even in demanding driving situations.

Eleven expressive body colors for the new MINI John Cooper Works models can be accentuated with a contrasting roof on the 2 Door and mirror caps in the colors Chili Red or Jet Black. An exclusive exterior paint finish in Copper Grey is also available for the MINI John Cooper Works Convertible.

The convertible soft top is available in black or with a contrasting grey Union Jack pattern. It retracts completely in just 18 seconds at speeds of up to 18.6 mph, allowing unlimited open-air driving fun.

For an extra dose of sunshine, the fully automatic soft top can be opened in two ways: either fully retracted, or like a sunroof where the front section of the roof may be slid open up to 16 inches, regardless of speed driven.

Manufacturer's Suggested Retail Price (MSRP) and availability.

The 2025 MINI John Cooper Works 2 Door will have a base MSRP of \$38,200, plus \$995 destination and handling.

Offering sporty, top-down driving, the MINI John Cooper Works Convertible will have a base MSRP of \$43,700 plus \$995 destination and handling.

With a start of production in November, both models are expected to arrive at U.S. dealers, early January of 2025.

Click [here](#) to view and download the full product press release for the MINI John Cooper Works 2 Door and MINI John Cooper Works Convertible.

2025 MINI Countryman S ALL4.

All-new from the ground up, the bold stance of the new MINI Countryman S ALL4 SUV underlines its presence and all-road character. Built to handle anything from daily drives to cross-country trips, the all-new MINI Countryman S ALL4 offers noticeably more interior space, with 40:20:40 split fold-down rear seats that offer flexible configurations for both passengers and cargo.

The MINI Countryman S ALL4 offers a 2.0-liter 4-cylinder turbo engine, generating a maximum output of 241 horsepower and 295 ft-lbs. of torque. This propels the vehicle 0-60 mph in 6.2 seconds.

The ALL4 all-wheel drive system provides enhanced traction, safety, and driving agility on all kinds of roads, in all kinds of weather. The increased wheelbase and track width contribute to the MINI Countryman's excellent driving dynamics and increased comfort as a leading newcomer in the sub compact SUV class.

The new MINI Countryman S ALL4 impresses with its particularly clear aesthetics. From the front, the vehicle is characterized by the distinct shape of the bonnet and the new octagonal front grill. MINI LED headlamps accentuate the front design through individual signature modes that can be selected by the driver. Vertical rear lights frame the vehicle silhouette and make the new MINI model look sporty.

US customers can configure the new MINI Countryman with three distinct styles, as well: Classic, Favoured, and John Cooper Works. Each includes unique exterior and interior elements.

The interior of the new MINI Countryman S ALL4 is defined by the same clear shapes that underline its new design language. The dashboard with two-tone textile creates a warm and welcoming feeling of space.

Sustainability also features significantly in the interior materials with components such as the dash, door and interior trim panels all made of 90% recycled materials. Also, the interior is made of leather-free upholsteries which are recyclable and more sustainably produced.

At the center of the interior is an industry-first 9.4-inch OLED screen that features a quantum leap in user and vehicle technology, with a full range of customizable features from experience modes to MINI's intelligent personal assistant, Spike, and even in-car gaming.

The panoramic glass roof brings more light into the interior, and high-quality comfort seats provide a secure and comfortable seating position for the driver and passengers. Alloy wheels are available in various designs and sizes ranging from 18 to 20 inches.

Manufacturer's Suggested Retail Price (MSRP) and availability.

The 2025 MINI Countryman S ALL4 has a base MSRP of \$38,900 + \$995 destination and handling.

Click [here](#) to view and download the full product press release for the MINI Countryman S ALL4.

2025 MINI Countryman SE ALL4

The MINI Countryman SE ALL4 marks the company's next step in becoming more fully electrified. As the all-electric version of MINI's first-ever SUV, this versatile addition to the new MINI Family boasts an intelligent all-wheel drive system, extended driving assistance functions, partially automated Level 2 driving, and an EPA electric range of up to 212 miles.

Its modern, minimalistic design is unmistakably MINI. Two powerful electric motors with a total output of 308 horsepower and 364 lb.-ft. of torque guide it through any terrain with a 0-to-60 mph acceleration of 5.4 seconds while achieving an EPA MPGe rating of 96 miles.

The 286.3-volt lithium-ion battery in the MINI Countryman SE has a net rated capacity of 64.7 kWh. Charging performance with Level 2 (9.6kW, 240-volt, 40 amp) charging nets a full charge in ~8 hours. With DC fast charging a charge from 10% to 80% can be achieved in just 30 minutes.

For the MINI Countryman SE ALL4, two style packages are available, Classic and Favoured, which set individual accents that highlight different vehicle features with stylish exterior and interior options, such as additional roof colors and interior upholstery features. The MINI Countryman SE ALL4 has been expanded to include the new Vibrant Silver shade for the first time in the range of characteristic MINI contrasting roofs.

The interior of the new MINI Countryman SE ALL4 is defined by the same clear shapes that underline its new design language. The dashboard with two-tone textile creates a warm and welcoming feeling of space.

Sustainability also features significantly in the interior materials with components such as the dash, door and interior trim panels all made of 90% recycled materials. Also, the interior is made of leather-free upholsteries which are recyclable and more sustainably produced.

At the center of the interior is an industry-first 9.4-inch OLED screen that features a quantum leap in user and vehicle technology, with a full range of customizable features from experience modes to MINI's intelligent personal assistant, Spike, and even in-car gaming.

The panoramic glass roof brings more light into the interior, and high-quality comfort seats provide a secure and comfortable seating position for the driver.

Manufacturer's Suggested Retail Price (MSRP) and availability.

The 2025 MINI Countryman SE ALL4 has a base MSRP of \$45,200 MSRP + \$995 destination and handling fee.

Click [here](#) to view and download the full product press release for the MINI Countryman SE ALL4.

2025 MINI John Cooper Works Countryman

The MINI John Cooper Works models have always been known for their exhilarating performance, and the new MINI John Cooper Works Countryman embodies this unmistakable driving experience. The new model generation of the spacious and top-performing Countryman has grown noticeably and offers even more space, comfort, and safety. Thanks to its ALL4 all-wheel drive system, this new MINI is also very capable off the road.

The most powerful MINI in the lineup, the all-new MINI John Cooper Works Countryman has a drag coefficient of just 0.26, making it one of the most aerodynamic cars in its class. This helps the 2.0-liter four-cylinder engine, which generates 312 horsepower (in US trim) to accelerate the car from 0 to 60 mph in just 5.2 seconds. The 295 lb.-ft. of torque and top speed of 155 mph make for an exhilarating driving experience.

The performance tuned engine features optimized pistons, connecting rods and engine mounts which helps generate maximum power from the two-liter turbo engine. An advanced, dual-drive exhaust turbocharger supercharges the engine. Together with a low restriction air intake into the combustion chamber, this all enables the MINI John Cooper Works Countryman to generate beefy performance, delivering an even more dynamic driving experience in every turn. Aerodynamically optimized 19 and 20-inch wheels, exclusive to JCW, round off the extensive range.

The new design is characterized by an upright and minimalist silhouette, through which the new MINI John Cooper Works Countryman exudes a sense of adventure, versatility, and reliability. The John Cooper Works logo has also been redesigned with a modern, clearcut look. For the first time, this all-new logo is being used on the new MINI John Cooper Works Countryman in the classic black, red, and white color scheme.

Like all new MINI Countryman models, the interior of the new MINI John Cooper Works Countryman ALL4 is defined by the same clear shapes that underline its new design language. The dashboard with two-tone textile creates a warm and welcoming feeling of space, while highlighting sporty, black, and red trim and upholstery highlights.

Sustainability also features significantly in the interior materials with components such as the dash, door and interior trim panels all made of 90% recycled materials. Also, the interior is made of leather-free upholsteries which are recyclable and more sustainably produced.

At the center of the interior is an industry-first 9.4-inch OLED screen that features a quantum leap in user and vehicle technology, with a full range of customizable features from experience modes to MINI's intelligent personal assistant, Spike, and even in-car gaming.

The panoramic glass roof brings more light into the interior, and high-quality comfort seats provide a secure and comfortable seating position for the driver.

Manufacturer's Suggested Retail Price (MSRP) and availability.

The 2025 MINI John Cooper Works Countryman has a base MSRP of \$46,900 + \$995 destination and handling. Production for the US market started in March 2024 with first units arriving at dealers in early May 2024.

Click [here](#) to view and download the full product press release for the MINI John Cooper Works Countryman.

US Model Launch Cadence – 11 NEW MODELS IN THE US:

Model	Power	Model Year	Production Month	Market Arrival
MINI Countryman S All4	ICE	2025	Mar, 2024	May, 2024
MINI JCW Countryman All4	ICE	2025	Mar, 2024	May, 2024
MINI Cooper S 2-door	ICE	2025	Mar, 2024	May, 2024
MINI Cooper 2-door	ICE	2025	Jul, 2024	Sep, 2024
MINI Cooper S 4-door	ICE	2025	Jul, 2024	Sep, 2024
MINI Countryman SE All4	BEV	2025	Jul, 2024	Sep, 2024
MINI Cooper 4-door	ICE	2025	Nov, 2024	Jan, 2025
MINI JCW 2-door	ICE	2025	Nov, 2024	Jan, 2025
MINI Cooper Convertible	ICE	2025	Nov, 2024	Jan, 2025
MINI Cooper S Convertible	ICE	2025	Nov, 2024	Jan, 2025
MINI JCW Convertible	ICE	2025	Nov, 2024	Jan, 2025

Supporting Documents

- [MINI USA 2025 Model Year Full Model Line Pricing Guide](#)
- [MINI USA 2025 Model Year Full Model Line Options and Equipment](#)
- [MINI USA 2025 Model Year Full Model Line Specification Sheets](#)

Press Image Galleries

- [2025 MINI Cooper and Cooper S 2 Door](#)
- [2025 MINI Cooper and Cooper S 4 Door](#)
- [2025 MINI Cooper and Cooper S Convertible](#)
- [2025 MINI John Cooper Works 2 Door and Convertible](#)
- [2025 MINI Countryman S ALL4](#)
- [2025 MINI Countryman SE ALL4](#)
- [2025 MINI John Cooper Works Countryman](#)

About MINI in the US

MINI is an independent brand of the BMW Group. In the United States, MINI USA operates as a business unit of BMW of North America, LLC, located in Woodcliff Lake, New Jersey and includes the marketing and sales organizations for the MINI brand. The authorized MINI USA dealer organization is represented by a network of 105 MINI full passenger car sales and service dealers located throughout the US. MINI USA began selling vehicles in the U.S. in 2002 with the introduction of the MINI Cooper and MINI Cooper S Hardtops. Since then, the MINI Brand in the U.S. has grown to encompass a model range of five unique vehicles. **Journalist notes:** Media information about MINI and its products is available to journalists on-line at www.miniusanews.com.

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