

## MINI ANNOUNCES THE RETURN OF THE OXFORD EDITION FOR 2025



Andrew Cutler  
Head of Corporate Communications, MINI USA  
201.307.3784  
[Andrew.Cutler@miniusa.com](mailto:Andrew.Cutler@miniusa.com)

Rob Duda  
MINI USA News Bureau  
Peppercomm  
908.347.1243  
[rduda@peppercomm.com](mailto:rduda@peppercomm.com)

### **MINI USA Announces the Return of the Oxford Edition for 2025**

*Value oriented models offer more fun and affordability.*

**Woodcliff Lake, NJ – February 20, 2025** – [MINI USA](#) is bringing back the Oxford Edition for the 2025 model year MINI lineup. As the automotive landscape evolves, MINI is proud to lead the charge in a small car renaissance, proving that premium design and innovative features can come in a compact, city-friendly package.

Designed for budget-conscious buyers seeking a blend of iconic design and modern features, the Oxford Edition returns with both MINI Cooper 2 Door and 4 Door models, offering exceptional value without compromising style or performance.

#### **Exclusive Features and Options**

The Oxford Edition includes all the standard features of the MINI Cooper models, plus exclusive options at no additional cost. Customers can choose from three stunning exterior paint options: Sunny Side Yellow, Nanuq White Metallic, and Blazing Blue Metallic. The Oxford Edition also comes with 18" Slide Spoke 2-Tone wheels with summer tires, adding a sporty touch to its iconic design.

Inside, the Oxford Edition features sport seats upholstered in a Vescin/Cloth combination in Grey/Blue, paired with an all-new Anthracite Headliner for a sophisticated look. The model also includes a range of advanced features such as a 7-Speed Dual Clutch Transmission, Panoramic Moonroof, Dual-Zone Automatic Climate Control, LED Headlights with Cornering Lights, and a Parking Assistant.

### **Affordability and Accessibility**

In an era where affordability and efficiency are key concerns, the Oxford Edition makes MINI more attainable than ever. With a competitive price point, it offers an entryway into MINI ownership without compromising the brand's iconic design or exhilarating driving experience.

The Manufacturer's Suggested Retail Price (MSRP) for the Oxford Edition 2 Door starts at \$24,950 and the 4 Door at \$25,950, plus a destination and handling fee of \$1,175. This makes the total price \$26,125 for the 2 Door and \$27,125 for the 4 Door.

<b>Oxford Edition</b>	<b>2 Door (25MX)</b>	<b>4 Door (25MZ)</b>
Base Price	\$24,950	\$25,950
Destination & Handling	\$1,175	\$1,175
<b>Total</b>	<b>\$26,125</b>	<b>\$27,125</b>

### **Pre-Orders and Availability**

Pre-orders for the 2025 MINI Oxford Edition are now open, with a \$100 refundable deposit. The Oxford Edition will be available for production starting in March 2025, with a limited number of units produced.

**Customers can reserve their Oxford Edition at the following links:**

- MINI Oxford Edition 2 Door: <https://www.miniusa.com/model/special-editions/oxford/pre-order-2-door.html>
- MINI Oxford Edition 4 Door: <https://www.miniusa.com/model/special-editions/oxford/pre-order-4-door.html>

### **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](http://www.miniusanews.com).

# # #