

April 2025

MINI SPRING DRIVE.

MINI CONVERTIBLES AND JOHN COOPER WORKS MODELS.

MINI USA.



April 2025

**MINI SPRING DRIVE.
ANDREW CUTLER.
HEAD OF COMMUNICATIONS.**

MINI USA.

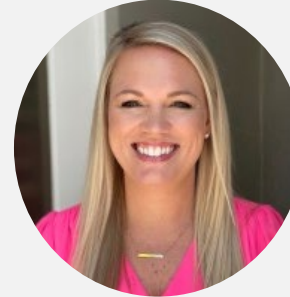


MEET THE TEAM.

MINI USA.



Mike Peyton
Vice President – MINI of the Americas.



Amanda Corveleyn
Sr. Regional Product Trainer, MINI USA.
Southern Region



Kate Alini
Department Manager, Marketing, Product
& Strategy, MINI USA.



Kevin Pereira
Product Specialist, MINI USA.



Vikash Joshi
Product Manager, MINI USA.



Michael Schweizer
EV and Pricing Specialist, MINI USA.

MINI SPRING DRIVE.

GOOD TO KNOW.

Embargo: 12:00 Noon EST, Friday, April 11, 2025 - Driving impression for the MINI Convertibles and MINI John Cooper Works 2-Door.

Tech Workshops: 11-11:30 am and 3-3:30 pm – Overview of vehicle technology including UX/UI, comfort and safety.

MINI Trailer Towing Demo Drives: All day - Demonstrate towing capabilities and technology of MINI Countryman SE ALL4 Electric as example of tow rated models now offered by MINI

All Materials Online: Via event link or at "[*MINI USA News, Events, MINI 2025 Spring Drive Press Event*](#)".

Videography and Photography – on-site, on request:

- Dan Levins - Video
- Daniel Byrnes – Photo
- Forest Briggs – Photo and Video

April 2025

MINI SPRING DRIVE. KATE ALINI.

DEPARTMENT HEAD, PRODUCT, MARKETING AND STRATEGY.

MINI USA.





CONFIDENTIAL

MORE THAN A PRODUCT.
THE ONLY CAR THAT COMES STANDARD WITH FRIENDS.



THE NEW MINI FAMILY.

MINI JCW Countryman ALL4

MINI Countryman SE ALL4

MINI Countryman S ALL4

MINI Cooper Hardtop 4 Door

MINI Cooper S Hardtop 4 Door

MINI Cooper Hardtop 2 Door

MINI Cooper S Hardtop 2 Door

MINI JCW Hardtop 2 Door

MINI Cooper Convertible

MINI Cooper S Convertible

MINI JCW Convertible



April 2025

MINI SPRING DRIVE.
VIKASH JOSHI.
PRODUCT MANAGER, MINI.

MINI USA.





01. CONVERTIBLE.

3 MINI CONVERTIBLE VARIANTS.

A FLAVOR FOR EVERYONE.

COOPER



COOPER S



JCW



MINI HERITAGE.

RETRO REINCARNATED.



ICONIC DESIGN.
THE WORLD'S BEST SELLING CONVERTIBLE – REDESIGNED.





**FULLY AUTOMATIC FABRIC SOFT TOP.
FOR A SAFE, TOPLESS DRIVING EXPERIENCE.**



ALWAYS OPEN TIMER.
FOR THE THRILL-SEEKERS.



**EASY LOAD FUNCTION.
LOADING'S A BREEZE.**



...STILL COMPACT AND SPORTY.

NEW VS. PREVIOUS GENERATION MINI CONVERTIBLE.



Length: 152.8" (+0" vs. F57)
Width with Mirrors: 77.6" (+1.7" vs. F57)
Height: 56.3" (+0.6" vs. F57)
Wheelbase: 98.2"

COLOR PALETTE.

A DOZEN BODY FINISHES WITH A CONVERTIBLE EXCLUSIVE.

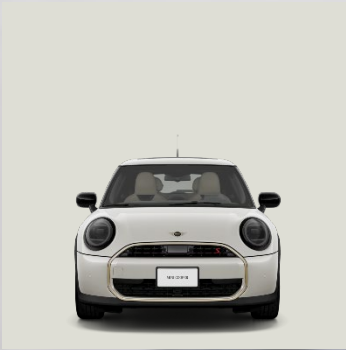
BODY COLORS.



Melting Silver III – C6B



Midnight Black II – C4R



Nanuq White – C6A



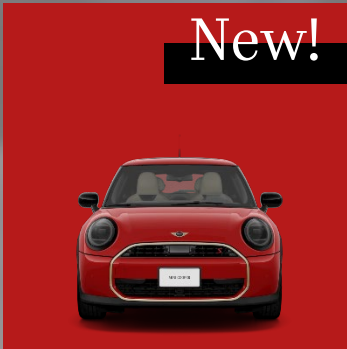
British Racing Green IV – C3B



Copper Grey – C77
*Convertible Exclusive



Legend Grey – C6P
*US JCW Exclusive



Chili Red II – C74



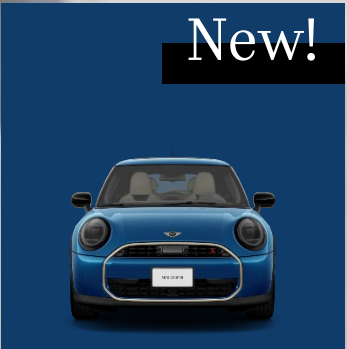
Ocean Wave Green – C6M



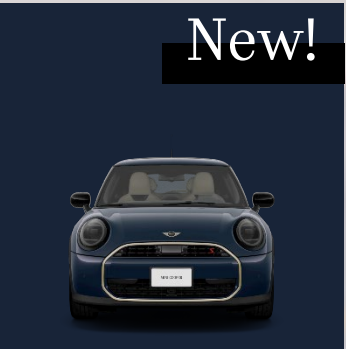
Blazing Blue – C6K



Sunny Side Yellow – C6N



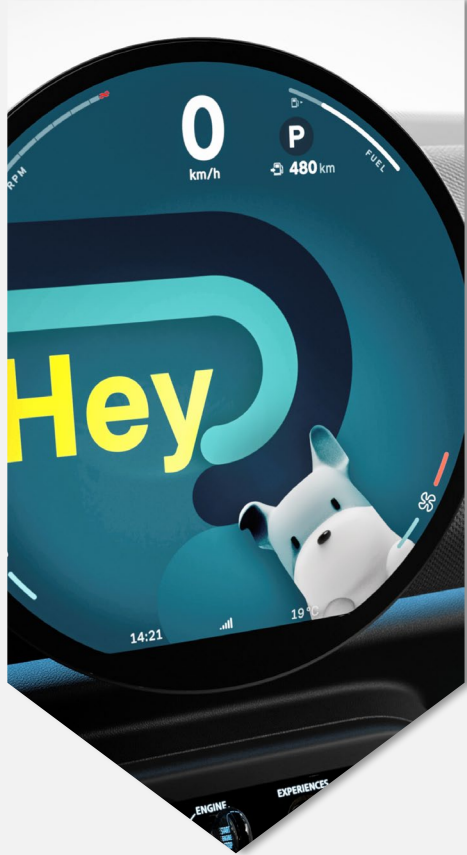
Icy Sunshine Blue – C6L



Indigo Sunset Blue – C6F

INTERIOR HIGHLIGHTS.

CREATING AN IMMERSIVE DRIVING EXPERIENCE.



Industry-First 9.4-inch Round OLED Display with MINI Operating System 9



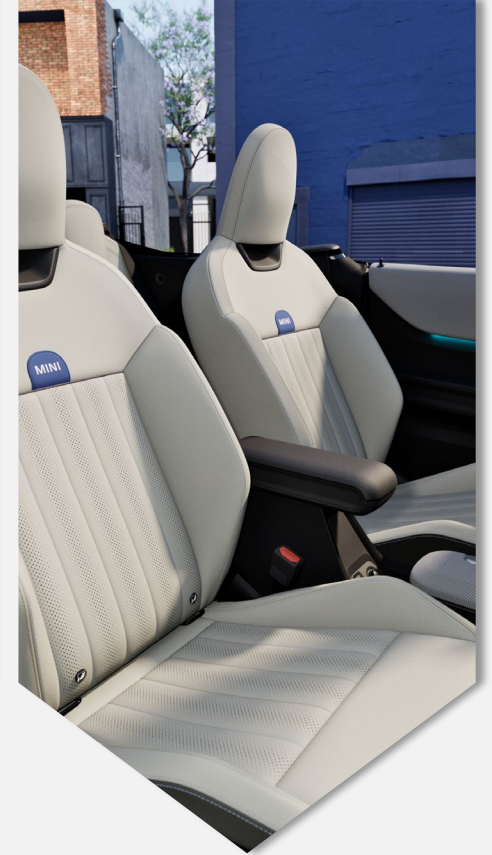
Premium Vegan Leather-Free Upholstery and Heated Front Sport Seats



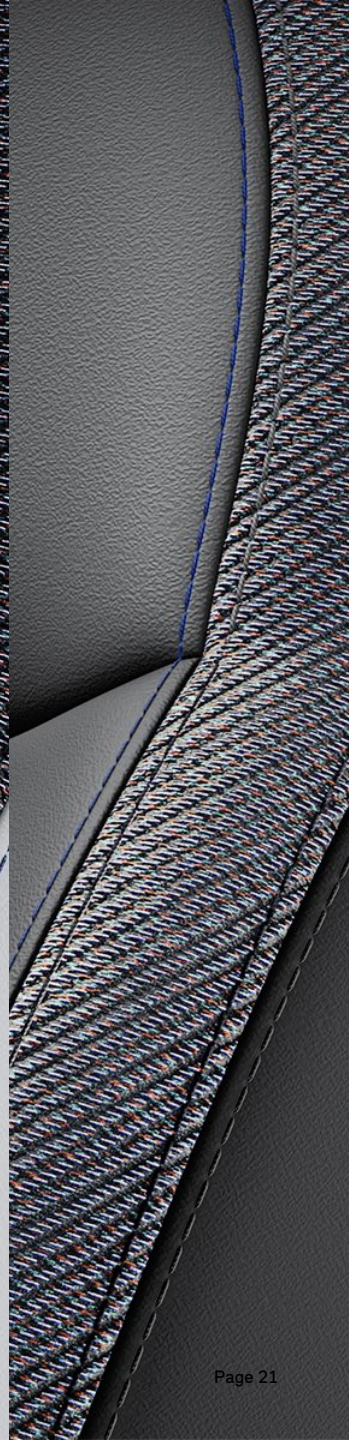
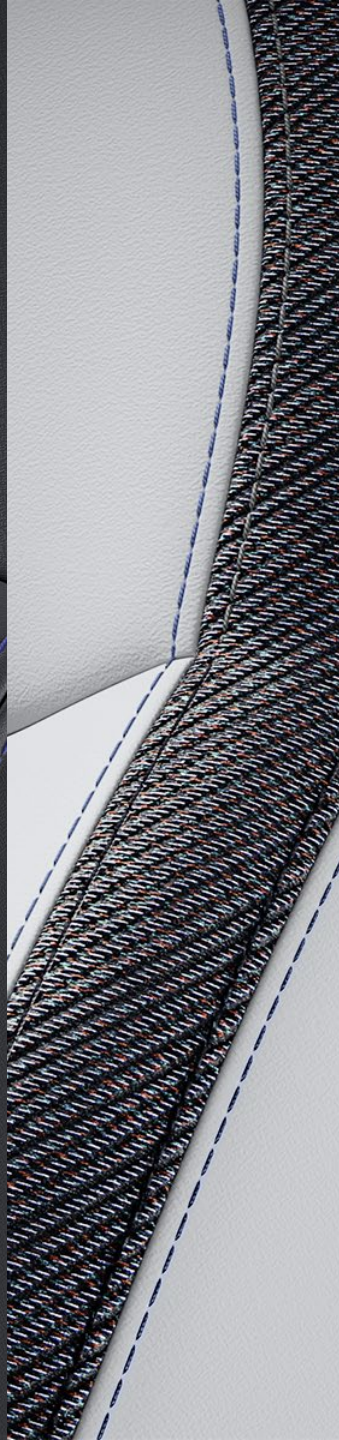
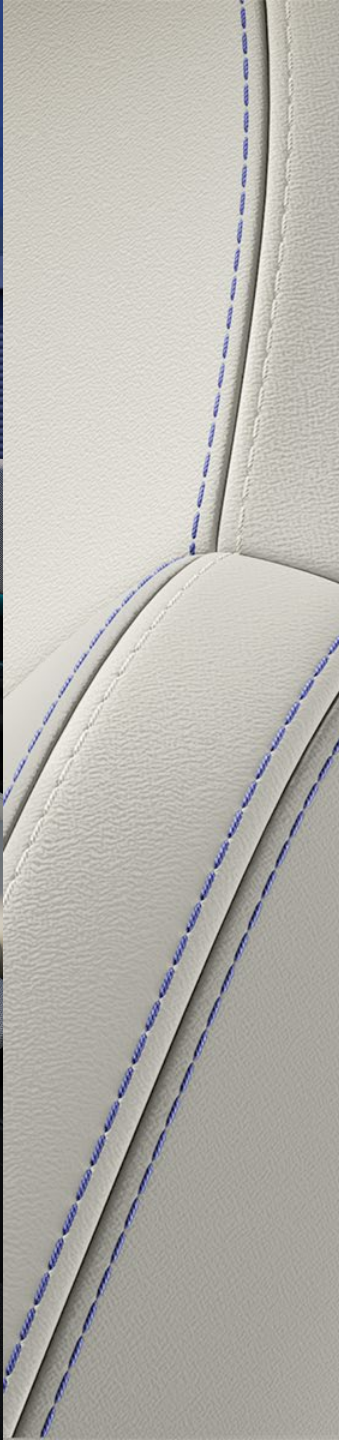
7 Experience Modes for a Personalized Ambience



Redesigned Heated Sports Steering Wheel with Head-Up Display



Topless Driving and Dual-Zone Automatic Climate Control





Key Specifications:

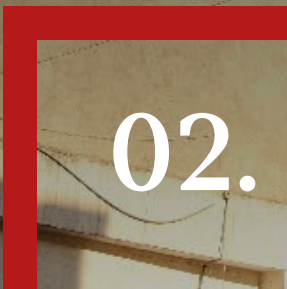
- Turbocharged 2.0-Liter 4-Cylinder Engine
- 7-Speed Dual Clutch Transmission
- Front-Wheel Drive

MINI Cooper Convertible

- Starting MSRP: \$33,950
- Horsepower: 161 hp
- Torque: 184 lb-ft
- 0-60 mph: 7.9 seconds

MINI Cooper S Convertible

- Starting MSRP: \$37,200
- Horsepower: 201 hp
- Torque: 221 lb-ft
- 0-60 mph: 6.7 seconds



02. JOHN COOPER WORKS.



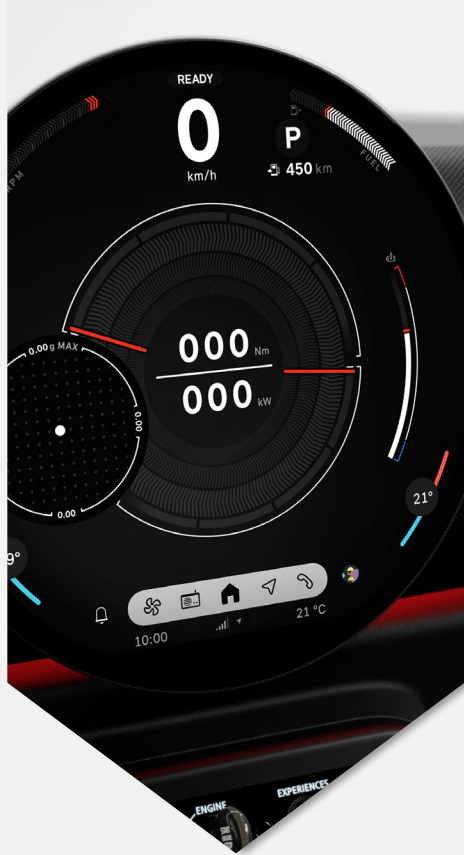
ICONIC DESIGN.
THE WORLD'S BEST SELLING CONVERTIBLE – REDESIGNED.



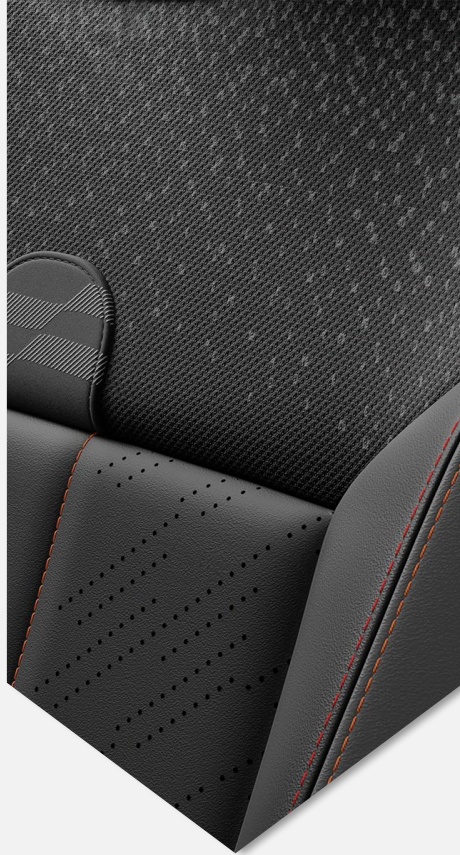


INTERIOR HIGHLIGHTS.

CREATING AN IMMERSIVE DRIVING EXPERIENCE.



Industry-First 9.4-inch Round OLED Display with MINI Operating System 9



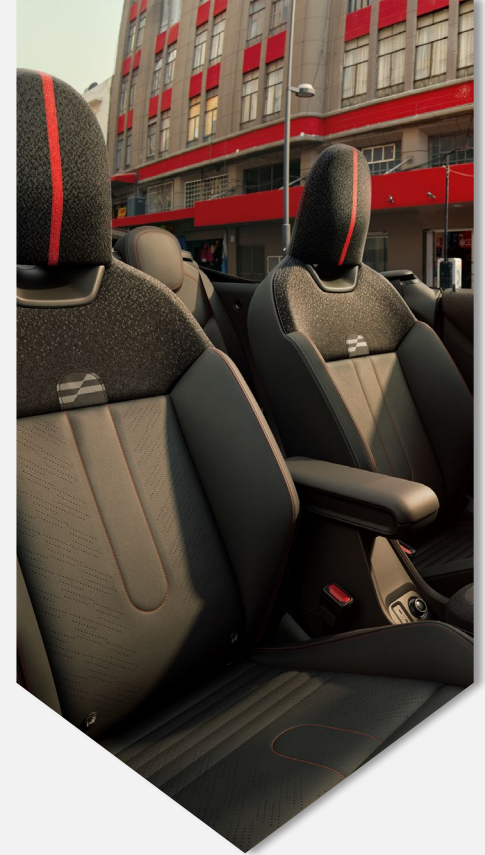
Premium Vegan Leather-Free Upholstery and Heated Front Sport Seats



LED Door Projectors for the Added MINI Touch



Redesigned Heated JCW Sports Steering Wheel with Head-Up Display



Topless Driving and Dual-Zone Automatic Climate Control



Key Specifications:

- Turbocharged 2.0-Liter 4-Cylinder Engine
- 7-Speed Sport Dual Clutch Transmission with Paddle Shifters
- Front-Wheel Drive
- Dynamic Damper Control

MINI JCW Convertible

- Starting MSRP: \$43,700
- Horsepower: 228 hp
- Torque: 280 lb-ft
- 0-60 mph: 6.2 seconds

PERFORMANCE.

JCW CONVERTIBLE.



7-Speed Sport Dual Clutch
Transmission with **Paddle
Shifters**



Optional 18-Inch **Lightweight**
Alloy Wheels



Centrally-Mounted, **Exposed**
JCW Exhaust Tip



JCW Sport Brakes & Dynamic
Damper Control



Key Specifications:

- Turbocharged 2.0-Liter 4-Cylinder Engine
- 7-Speed Sport Dual Clutch Transmission with Paddle Shifters
- Front-Wheel Drive
- Dynamic Damper Control

MINI JCW Hardtop 2 Door

- Starting MSRP: \$38,200
- Horsepower: 228 hp
- Torque: 280 lb-ft
- 0-60 mph: 6.1 seconds



Key Specifications:

- Turbocharged 2.0-Liter 4-Cylinder Engine
- 7-Speed Sport Dual Clutch Transmission with Paddle Shifters
- Intelligent All-Wheel Drive System
- Dynamic Damper Control

MINI JCW Countryman ALL4

- Starting MSRP: \$46,900
- Horsepower: 312 hp
- Torque: 295 lb-ft
- 0-60 mph: 5.2 seconds

OFFER STRUCTURE.

UNITED STATES.



MINI Convertible	Cooper	Cooper S
Starting MSRP	\$33,950	\$37,200
Horsepower	161 hp	201 hp
Torque	184 lb-ft	221 lb-ft
Fuel Consumption (Comb.)	30 mpg	30 mpg

JCW Models	Convertible	Hardtop 2 Door	Countryman
Starting MSRP	\$43,700	\$38,200	\$46,900
Horsepower	228 hp	228 hp	312 hp
Torque	280 lb-ft	280 lb-ft	295 lb-ft
Fuel Consumption (Comb.)	30 mpg	30 mpg	26 mpg

