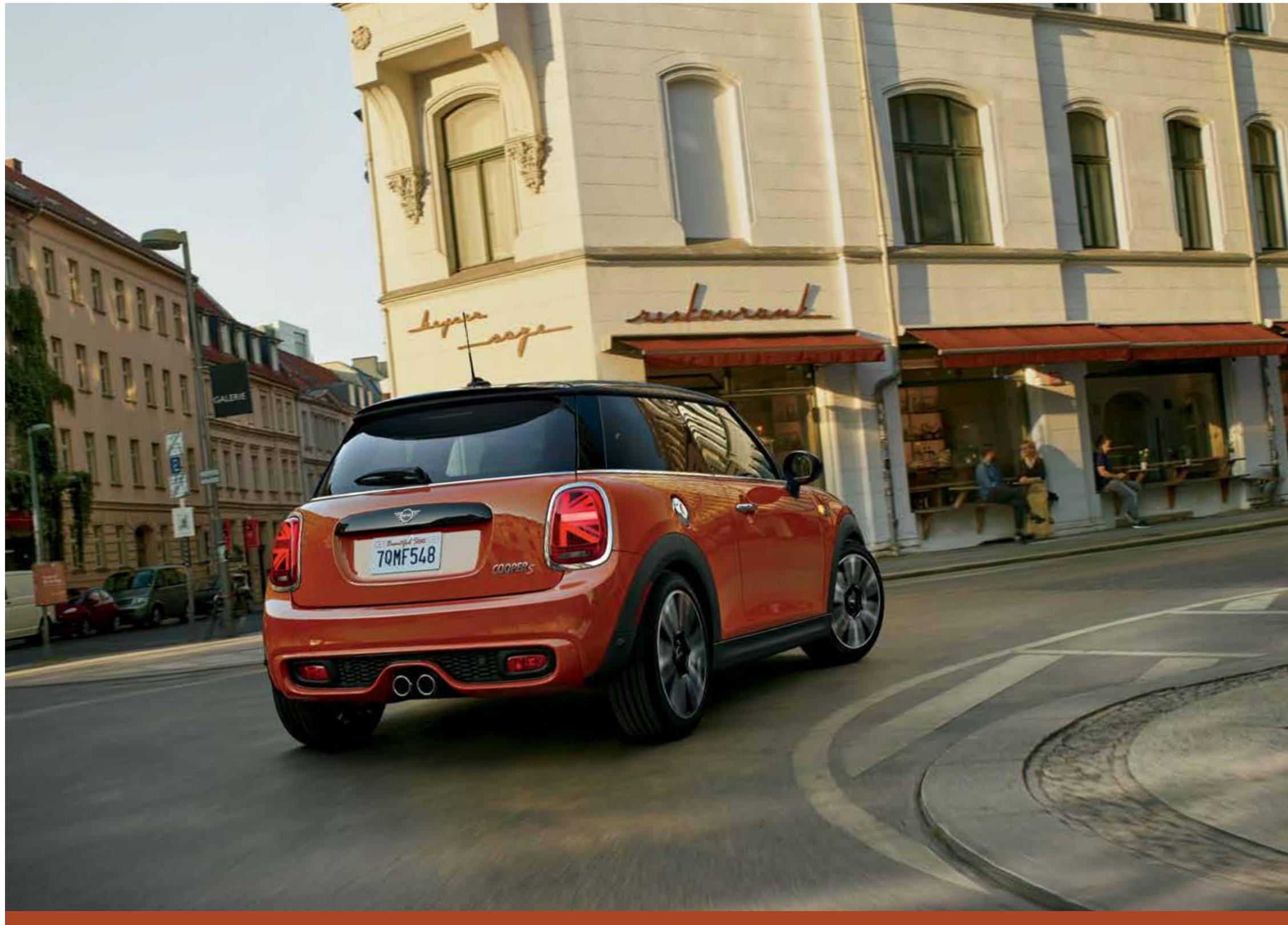




FOR THE DRIVE.





DRIVE.

Let's be clear:

Every car drives, but not every car is for the drive.

MINI is a different kind of car, for a different kind of drive.

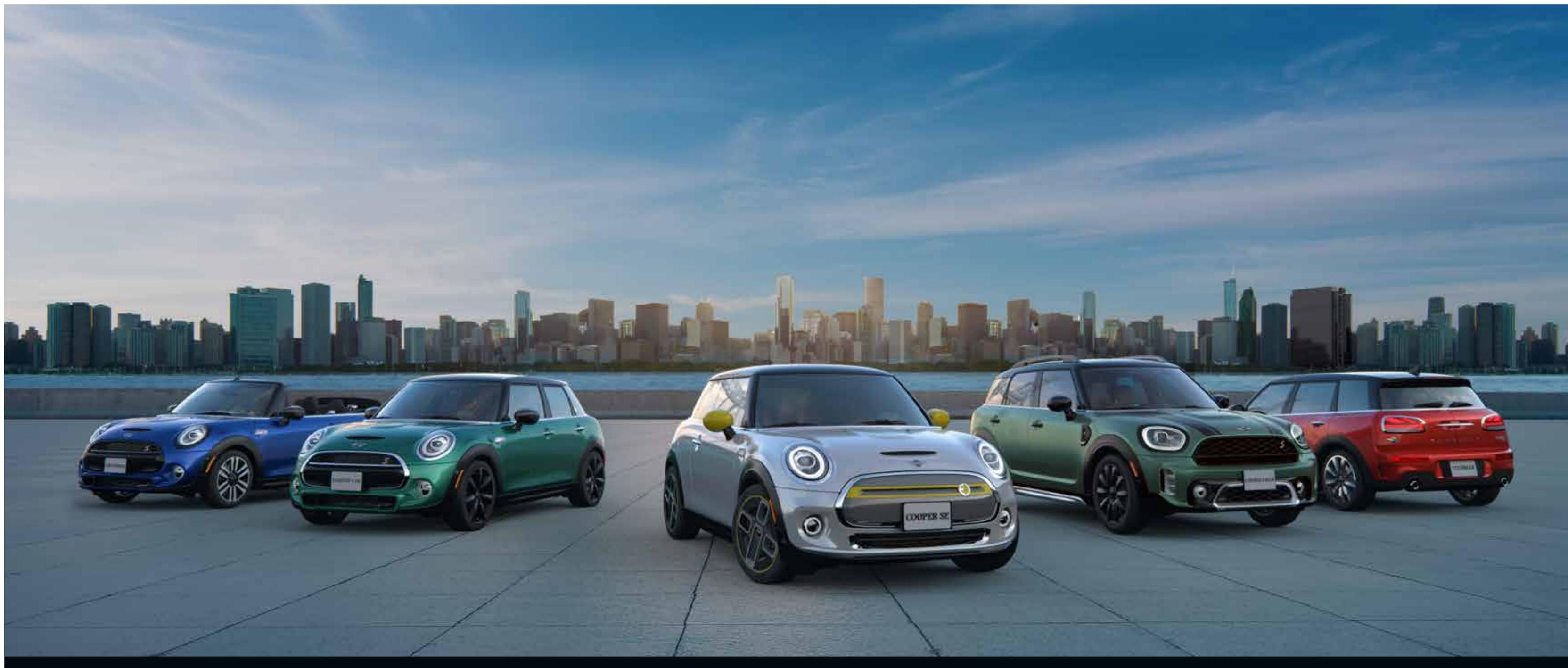
It's not the obvious choice.

It never has been, and never will be.

And since you're reading this book, you're clearly a different kind of driver.

Just the way we like it.

MEET THE MINI FAMILY.





THE MINI HARDTOP 2 DOOR AND 4 DOOR.

For the drive to rebel. To Zag. Down the road less driven. The MINI Hardtop is feistier and more fun than ever thanks to MINI TwinPower Turbo engines. And now, once again you can satisfy your inner drive to boldly accelerate through the gears with an optional manual transmission. Choose from the iconic 2 Door model or the 4 Door that was built for sharing. Both have plenty of premium enhancements, but the same heart and soul as the original MINI that started it all.



PREMIUM LEATHER UPHOLSTERY.
Premium stitched options like Chesterfield leather or Carbon Black leather offer first-class style and comfort.



MINI CONNECTED.
MINI Connected brings next level connectivity to your MINI with a wide range of intelligent services and apps.



THE MANUAL TRANSMISSION IS BACK.
Amplify the iconic fun-to-drive experience in a MINI equipped with a six-speed manual transmission.

*AVAILABLE COLORS (see inside back cover flap for swatches) - *indicates Metallic colors*

All Models: Pepper White, Chili Red, Solaris Orange*, White Silver*, Moonwalk Grey*, Midnight Black*, Starlight Blue*, MINI Yours Enigmatic Black* | **Cooper & Cooper S Models Only:** British Racing Green*
Cooper S & JCW Models Only: Thunder Grey* | **JCW Only:** Rebel Green



THE MINI CONVERTIBLE.

For the drive at top speed or with the top down. With your friends—human or furry. Grab a fresh perspective of the world from inside the MINI Convertible. And now you can amp up the fun with an optional manual transmission. With all the punch of a classic MINI in a drop-top package, the MINI Convertible proves life is more exciting with the top down.



3-IN-1 ROOF.

Most convertibles are binary: open or closed. Our soft-top has a half-open setting you can adjust while driving at any speed.



SPORTY LOOKS—AND PERFORMANCE.

Not only will its good looks make your pulse race, but under the hood you'll find the heartbeat of a MINI, too.



PREMIUM INTERIOR AVAILABLE.

Premium upholstery and interior touches offer first-class style and comfort, while the sun and wind in your hair complete the recipe for a perfect day on the road.

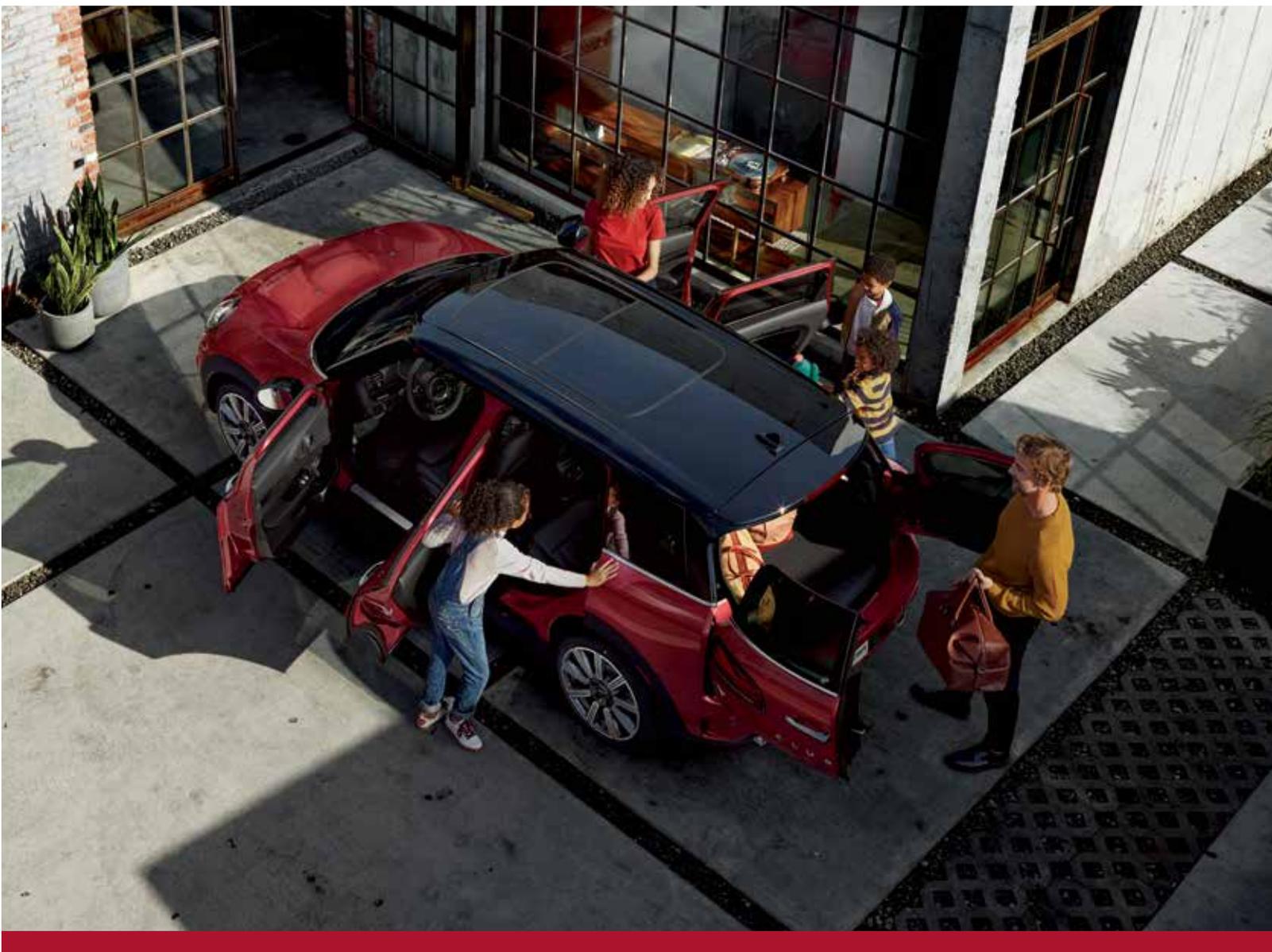
*AVAILABLE COLORS (see inside back cover flap for swatches) - *indicates Metallic colors*

All Models: Pepper White, Chili Red, Caribbean Aqua*, Solaris Orange*, White Silver*, Moonwalk Grey*, Midnight Black*, Starlight Blue*, MINI Yours Enigmatic Black* | **Cooper & Cooper S Models Only:** British Racing Green*
Cooper S & JCW Models Only: Thunder Grey* | **JCW Only:** Rebel Green



THE MINI CLUBMAN.

For the drive to work that can sometimes be the best part of your day. With its updated roomy interior, crafted from top-quality materials, the MINI Clubman is the most sophisticated MINI we've ever made. If that's not enough, its split rear doors and available ALL4 all-wheel drive put it in a class of its own.



COMFORT ACCESS AND SMART OPENER REAR DOORS.
With your key fob on you, unlock and start your MINI or even open the motion-activated Split Rear Doors with a wave of your foot for easy access to up to 47.9 cubic feet of cargo space.



SOPHISTICATED INTERIOR.
The Clubman's premium not pretentious cabin sets a new standard with top-shelf finishes and MINI Yours Leather Lounge Upholstery.



DUAL-PANE PANORAMIC MOONROOF.
Let in the great outdoors with this feature that extends to the back seat and includes a retractable sun shade, too.

*AVAILABLE COLORS (see inside back cover flap for swatches) - *indicates Metallic colors*

All Models: Pepper White, Chili Red, Moonwalk Grey*, Midnight Black*, White Silver*, Thunder Grey*, Starlight Blue*, MINI Yours Enigmatic Black* | **Cooper S Model Only:** Coral Red* and British Racing Green* | **JCW Only:** Rebel Green



THE NEW MINI COUNTRYMAN.

For the drive out of town that can be just as fun as where you end up. The New MINI Countryman—our biggest and most versatile model—lets your adventurous side take the wheel. It handles like an iconic MINI, but packs so much more into it. With stylish exterior accents, innovative technology and room for five (plus gear), it's uniquely MINI from boot to bonnet.



UPDATED TECHNOLOGY AND INTERIOR.

A new digital instrument cluster behind the steering wheel is included on all models equipped with Navigation. Meanwhile, the center display has been updated with an 8.8" Touchscreen nestled in a Piano Black Bezel on all Countryman models.



UPDATED EXTERIOR ACCENTS.

Redesigned LED Headlights with cornering functionality and brand new Union Jack LED Taillights are now included and the available Piano Black Exterior Trim includes head & tail light frames, front grille frame, frame around the side scuttles, and more.

AVAILABLE COLORS (see inside back cover flap for swatches) - *indicates Metallic colors

All Models: Chili Red, Sage Green*, Island Blue*, Moonwalk Grey*, White Silver*, Midnight Black*, MINI Yours Enigmatic Black*
Cooper & Cooper S Models only: British Racing Green* | Cooper S & JCW Models Only: Thunder Grey* | JCW Only: Rebel Green



THE NEW MINI COUNTRYMAN PLUG-IN HYBRID.

A different kind of car. For a different kind of drive. With eALL4 all-wheel drive, a spacious interior for five, and advanced MINI Electric technology, the New MINI Countryman Plug-In Hybrid is powerfully versatile. Optional charging uses most standard wall outlets—or you can fill-up at your local gas station. It's your choice.



EASY CHARGING. EASYGOING.

Runs on gasoline, electric power or both, giving you a flexible range of power options.



eALL4 ALL-WHEEL DRIVE.

A groundbreaking, electric-enhanced eALL4 all-wheel drive system combines the power of an electric motor with a gasoline engine.



eDRIVE ELECTRIC MOTOR.

With three power modes to optimize your driving performance—Auto eDrive, Max eDrive and Save Battery—seamlessly manage power between a paired TwinPower Turbo gas engine and eDrive Electric Motor for an impressive total of 221hp.

AVAILABLE COLORS (see inside back cover flap for swatches) - *indicates Metallic colors

Sage Green*, Island Blue*, Thunder Grey*, British Racing Green*, White Silver*, Moonwalk Grey*, Midnight Black*, MINI Yours Enigmatic Black*



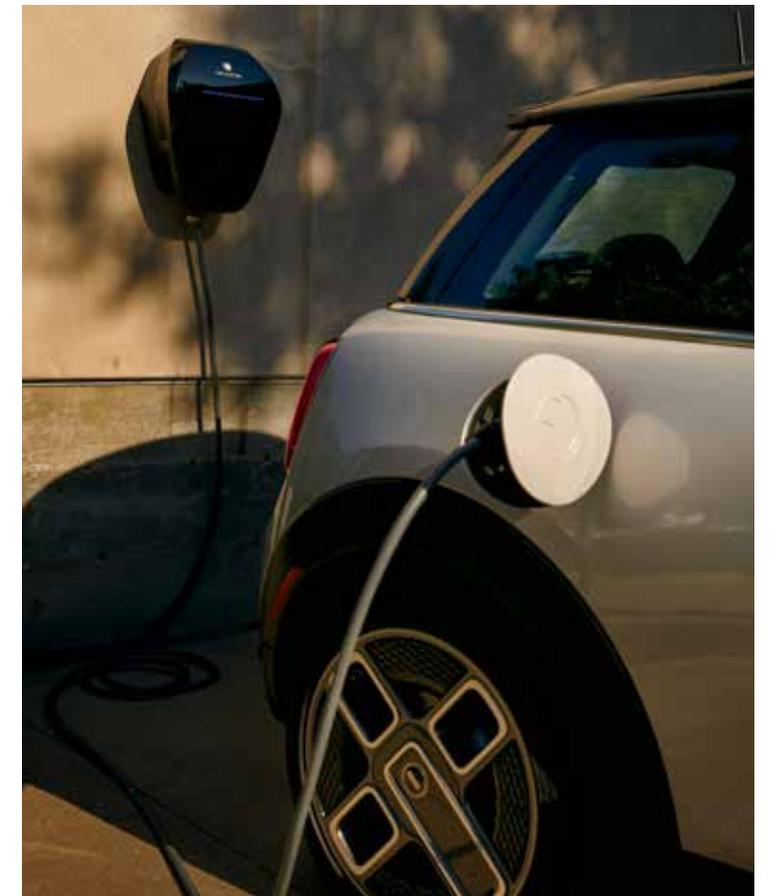
THE FIRST ALL-ELECTRIC MINI.

For the drive to an electrified future. The New MINI Cooper SE Hardtop 2 Door is designed to face today's environmental challenges head-on while still maintaining the iconic go-kart driving experience that is at the heart of MINI. At first glance it looks like a traditional MINI, but our first purely electric vehicle has zero emissions, four driving modes, and on-demand power that's ready to go when you are.



EXCLUSIVE AERODYNAMIC WHEELS.

Make a style-statement with 16" MINI Electric Revolite Spoke or 17" MINI Electric Power Spoke 2-tone wheels (shown).



EXCLUSIVE COCKPIT CONTROLS.

The standard 6.5" color screen behind the steering wheel shows not only your current speed, but also your current MINI Driving Mode.

RECHARGE YOUR WAY.

Charge the lithium-ion battery using a household 120v outlet, wall mounted charger or public charging stations, and fast DC charging gets an 80% battery charge in just 35 minutes.



MINI ELECTRIC

AVAILABLE COLORS (see inside back cover flap for swatches) - *indicates Metallic colors

Chili Red, White Silver*, Moonwalk Grey*, Midnight Black*, British Racing Green*, MINI Yours Enigmatic Black*



IT ALL BEGINS WITH MINI JOHN COOPER WORKS.

For the drive to challenge the conventional design of a car that became anything but conventional on the track. Our premium performance models are named after the legendary John Cooper—the man who turned the original Classic Mini into the track-ready Mini Cooper and unleashed it onto an unsuspecting racing world. Today, MINI John Cooper Works are the most powerful and competitive MINI models ever built, engineered to get your heart racing and adrenaline pumping.

When our Engineers set out to design a new MINI, they always start with MINI John Cooper Works models. Once they've built and perfected the most powerful and commanding MINI, they base all other models on this high standard.



THUNDER AND LIGHTNING DON'T ONLY OCCUR IN NATURE.

The New MINI John Cooper Works Countryman ALL4 and MINI John Cooper Works Clubman ALL4— at 301hp, they are the most powerful models ever approved for public road use in our sixty-year history. Each comes with a lightning-fast 4-cylinder MINI TwinPower Turbo engine and thunderous sport exhaust system; an 8-speed Steptronic Sport transmission with integrated mechanical differential lock on the front wheels; and an enhanced model-specific rigid chassis. The perfect storm of outstanding performance is here—brace yourself and experience it firsthand.



NO STRANGER TO THE PODIUM.

In 1961, the ground-breaking Mini caught the attention of British racing legend John Cooper. Thanks to its superior design and engineering, this underdog blew away the competition with its ability to outrace and outlast the bigger sedans of the day.

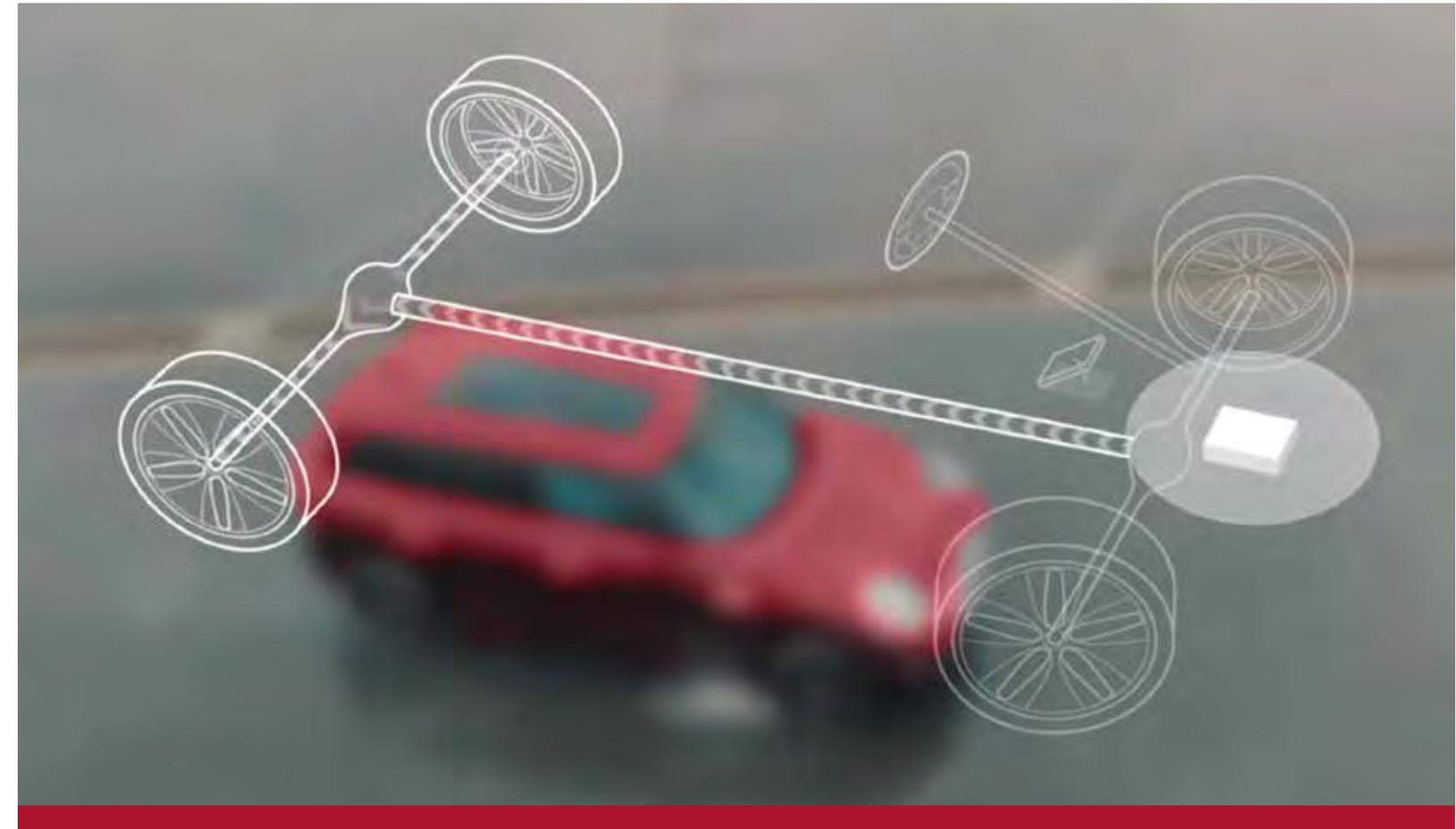
Ever since, MINI has made regular visits to the winner's circle and chalked up numerous national and international race wins—including three at the prestigious Monte Carlo Rally and four Dakar Rallies in a row. More recently, MINI won the 2018 Manufacturer's Championship in the ST class of the IMSA Continental Tire SportsCar Challenge Series. And in 2019, MINI captured the Manufacturer's Championship once again, competing in the SRO TC America race series (TC America)—proving that our passion in racing lives on.





CHOOSE THE SCENIC ROUTE WITH MINI ALL4 ALL-WHEEL DRIVE.

What is MINI ALL4 All-Wheel Drive? Consider it assurance that winter weather won't put a damper on your plans. When a loss of traction is detected, the system—along with Dynamic Stability Control—calculates the ideal traction distribution to optimize control and enhance agility, so you're ready for the road ahead. It redistributes power between the front and rear axles as needed, and when combined with the standard Electronic Brakeforce Distribution, it maximizes control to help you stay on your intended course. MINI ALL4 All-Wheel Drive comes standard on six models.



STAY CONNECTED — EVEN ON THE ROAD.

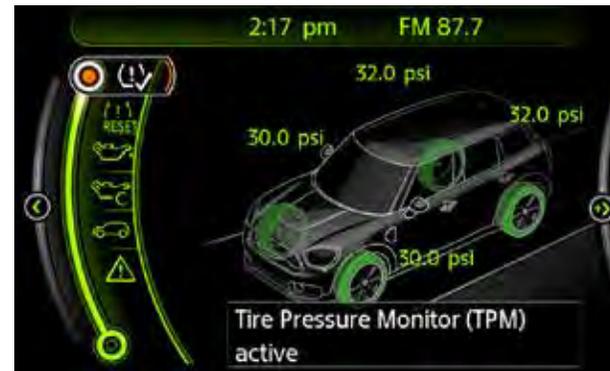
MINI Connected keeps a wide range of intelligent services and apps right at your fingertips. In addition to getting directions, keeping in touch with friends, and finding parking, MINI Connected is also your high-tech assistant with these services and more:

Emergency Request (SOS): Push the SOS button to send your location and vehicle information to our Response Center. In some cases, your MINI calls automatically. We can request help on your behalf, direct you to the nearest hospital or police station, or notify emergency contacts.

Advanced Real-Time Traffic Info (ARTTI): Streamline your trip with the latest traffic information along your route as well as in the area. Easily view traffic flow and nearby events, such as construction and accidents, to always keep you connected with the roads around you.

Concierge: Want to find the best French restaurant or a four-star hotel? Talk to a friendly Response Specialist who will direct you and can even send the destination address and telephone number to your vehicle.

TeleService (Service Request): Your vehicle's service status and needs are transmitted automatically or manually upon your request. Your MINI Service Advisor then contacts you to schedule a convenient appointment.





SAFETY RUNS IN THE FAMILY.

You can never be too secure. That's why every MINI is packed with safety features in a compact, efficient package. However, avoiding an accident in the first place is a much better outcome, which is why every MINI includes a host of active safety features including Forward Collision Warning and Automatic Emergency Braking.



HEAD-UP DISPLAY.

This retractable display puts essential motoring info—speed, navigation instructions, stereo and other alerts—closer to your line of sight.



ACTIVE DRIVING ASSISTANT.

This camera-based driver assistance feature includes Forward Collision Warning and Automatic Emergency Braking—and now comes standard on all models.

ADDITIONAL SAFETY FEATURES.

Eight airbags standard on MINI Hardtop 2 Door and 4 Door, Clubman and Countryman models, as well as MINI Electric models. Six airbags on the MINI Convertible.*

A rigid body structure and advanced crumple zones channel collision forces away from the passenger compartment in the event of an impact accident, while doors unlock, interior and hazard lights turn on and the fuel pump shuts down.

The MINI Convertible comes standard with an Active Rollover Protection Bar which automatically deploys within milliseconds should safety systems detect a rollover.

Standard Anti-lock Brake System with Corner Brake Control helps to ensure optimum braking performance in any situation.

Our standard LED headlamps have an auto-leveling system that adjusts their angle to the road based on your speed and load.

Our Rear View Camera allows you to see what is behind you and will warn you if you're going to collide with an object.

Dynamic Traction Control comes standard on all vehicles, while Electronic Differential Lock Control for enhanced cornering comes standard on John Cooper Works models.

* Airbags on all models may not deploy simultaneously.

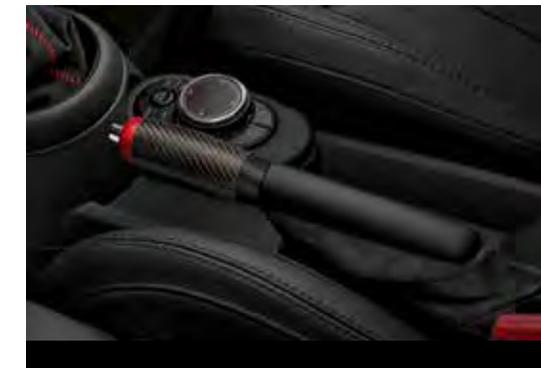


ADD MORE FUNCTION AND STYLE WITH MINI ACCESSORIES.

It's easy to make any MINI reflect your undeniable style, thanks to the hundreds of MINI Accessories we offer. Whether you're designing a new MINI or looking to add another personal touch to your current one, we have performance parts, technology, custom graphics, design accents, and more. All orders can be placed either online or through your local dealer.

MINI John Cooper Works Accessories include head-turning interior and exterior accents that have been designed with your specific JCW MINI in mind.

shopminiusa.com





CERTIFIED
PRE-OWNED



A CERTIFIED PRE-OWNED MINI HAS MORE TO GIVE.

Not every MINI vehicle can become a Certified Pre-Owned MINI. The process to qualify for the MINI CPO program is comprehensive, the selection criteria are rigorous, and the procedures are meticulously performed. Only vehicles meeting these standards can become a Certified Pre-Owned MINI, putting them in a class apart from other pre-owned vehicles.

PROGRAM DETAILS.

Less than 5 years old. Although every MINI is young at heart, a Certified Pre-Owned MINI is actually still young.

Less than 60,000 miles. Low mileage means plenty of serious adventures still to come.

Genuine MINI parts. Any parts used to repair or service MINI CPO vehicles are the real deal—100% MINI.

MINI Certified Pre-Owned Limited Warranty*. MINI Certified Pre-Owned Protection Plan is up to 6-year/unlimited mile warranty* from original in-service date.

Roadside Assistance plan. On the off chance of a breakdown, Roadside Assistance will come to you and help get you back on your way ASAP—24 hours a day, 7 days a week. Roadside Assistance is good for the length of your protection plan.

Rigorously inspected. MINI trained technicians inspect and certify every MINI CPO candidate.

* The MINI Certified Pre-Owned Limited Warranty provides coverage for 1 year with unlimited miles after the expiration of the 4-year/50,000-mile (whichever comes first) MINI New Vehicle Limited Warranty. That's coverage for up to a total of 5 years with unlimited miles from the vehicle's original in service date. Additional plans are available to extend your vehicle's coverage up to a total of 6 years with unlimited miles. Every MINI CPO also comes with 24/7 Travel Protection through MINI Roadside Assistance coverage for 1 year with unlimited miles. See your MINI dealer or visit miniusa.com/minicpo for complete details of warranty coverage.

miniusa.com/minicpo



THE ONLY CAR THAT COMES WITH FRIENDS— STANDARD.

For the drive that becomes a rally that becomes a community. Call them what you'd like. MINI Motorers. MINI Enthusiasts. MINIacs. No matter what they call themselves, MINI Owners are a unique community. They rally online and on the road. They organize charity drives and weekend drives. They are extremely passionate about everything MINI and they are part of what makes MINI so special.

When you ask them what's so great about owning a MINI, you'll hear things like "fun to drive" and "makes me happy". But an unexpected perk of owning a MINI is the instant camaraderie you feel with fellow Owners. You see it at rallies. You see it in the MINI wave. You feel it when you meet up with MINI Owner Club members around the country.

A MINI is the only car that comes with friends standard. Come join us and see what all the fuss is about—you have several thousand new friends waiting to meet you.



THE INSIDE TRACK ON OUR ICONIC DESIGN.

From a revolutionary design idea precipitated by a global crisis to a car trend inspired by the race track, our path from then to now has been filled with twists and turns.

DID YOU KNOW...

A 1959 fuel crisis in England inspired the creation of the first Mini. Despite being a mere 10 feet long, engineers were able to comfortably seat four passengers by creating the world's first mass-produced transverse engine and pushing the vehicle's wheels out to the corners.

Our iconic contrasting roof and mirrors were originally invented to help MINI stand out from the pack in races.

MINI doors are perfectly balanced and weighted to close on their own from roughly 8 inches away, removing the need to slam the door.

All US-bound MINI are driven on a short, low-speed test track indoors, and a long high-speed test track outdoors, which include varying rumble zones made from cobblestones, tight turns, quick stops, and fast acceleration zones. Afterwards, each car is visually inspected from underneath for anything out of the ordinary. The US is the only market in the world treated this way.

The MINI Plant Oxford built its 10 millionth MINI—a 60 Year Edition Hardtop—which rolled off the assembly line on July 24, 2019.

After an initial paint coat, each MINI gets a "car wash" with brushes made of super soft female ostrich feathers.

When a contrasting roof is ordered, the whole vehicle is first painted with the body color. Then it's moved into another line where the roof is taped off by hand, the moonroof hole is covered, and the whole car below the roof line is wrapped up. It finally goes through the paint booth again, this time painted the contrasting roof color.

PICK YOUR MINI.

Cooper models are sporty and spirited with 134hp and 162 lb-ft of torque - now with a Dual Clutch Transmission. Cooper S models deliver even more thrills with 189hp and 206 lb-ft of torque - also with a Dual Clutch Transmission.* John Cooper Works Hardtop and Convertible models deliver a powerful 228hp and 235 lb-ft of torque, while the Clubman and Countryman now boast race-inspired power with 301hp and 331 lb-ft of torque.

*MINI Cooper SE engines do not have a Dual Clutch Transmission.



THE MINI HARDTOP 2 DOOR.

Iconic styling that started it all. Updated to be feistier and more fun, but still has the soul of the original MINI.

Available in 3 models:

- Cooper
- Cooper S
- John Cooper Works



THE MINI HARDTOP 4 DOOR.

Same handling—more handles. It's the iconic MINI styling you love with double the doors.

Available in 2 models:

- Cooper
- Cooper S



 MINI ELECTRIC

THE MINI ELECTRIC HARDTOP 2 DOOR.

Our first purely electric vehicle combines sustainability with our iconic go-kart driving experience.

Available as:
Cooper SE*



THE MINI CONVERTIBLE.

The sky's the limit. We've combined endless headroom with the heartbeat of the original.

Available in 3 models:

- Cooper
- Cooper S
- John Cooper Works



THE MINI CLUBMAN.

With six doors—including a split rear door—it's the most charming and sophisticated MINI we've ever made.

Available in 3 models:

- Cooper S
- Cooper S ALL4
- John Cooper Works ALL4



THE NEW MINI COUNTRYMAN.

The biggest, most adventurous MINI offers standard features you might expect to be optional.

Available in 5 models:

- Cooper
- Cooper ALL4
- Cooper S
- Cooper S ALL4
- John Cooper Works ALL4



 MINI ELECTRIC

THE NEW MINI COUNTRYMAN PLUG-IN HYBRID.

The first hybrid vehicle from MINI—gas practicality with electric efficiency in a fun-to-drive package.

Available as:
Cooper SE ALL4*

PICK YOUR COLOR.

See model pages for color availability.



MIRROR CAP & ROOF COLORS.

Your MINI will be even easier to spot when you customize the color of your mirror caps and roof.

Certain body color and roof/mirror combinations are not available. Check with your Dealer for details.



Also available on MINI Electric Hardtop 2 Door: Vigorous Grey mirror caps (not shown).



Optional Union Jack Soft-top Convertible models only

Performance data and acceleration claims are based upon BMWAG test results. At MINI, we try hard to be accurate. However, mistakes happen and things change. Therefore, we do not assume liability for the accuracy or completeness of the information presented. Vehicles shown may not appear in U.S. spec. All other marks and logos are the property of their respective owners.

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MINI-0920-F54, F55, F56, F57, F60 for use 09/20 - 08/21



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