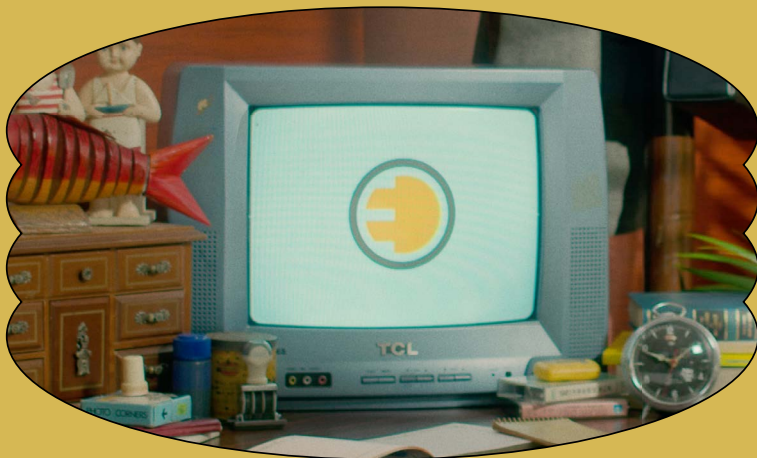
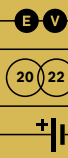
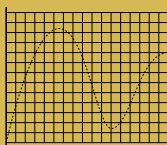


**MINI
ELECTRIC[®]
ACADEMY**

LESSON 01



MASTERCLASS ON E-LEARNING



The ease of learning about the
MINI Electric begins with the E's.





Yes, you already know it's the energy that
powers your drive.



It's also what makes us electrifyingly dashing.



IS FOR
EARTH-
FRIENDLY

**ZERO EXHAUST
EMISSIONS IS JUST
THE START.**



Over the lifecycle of the MINI Electric, CO2 emissions will be reduced by at least 30%, reducing our impact on the planet.

What can we say, sustainability is in our nature.



IS FOR
ECONOMICAL

SAVINGS? APLENTY.



Fewer parts
means less
wear and tear.



So you'll save
on replacement
costs.



You'll also pay
less per kilometre
than petrol cars.

LOWER COST
PER KILOMETRE
THAN PETROL



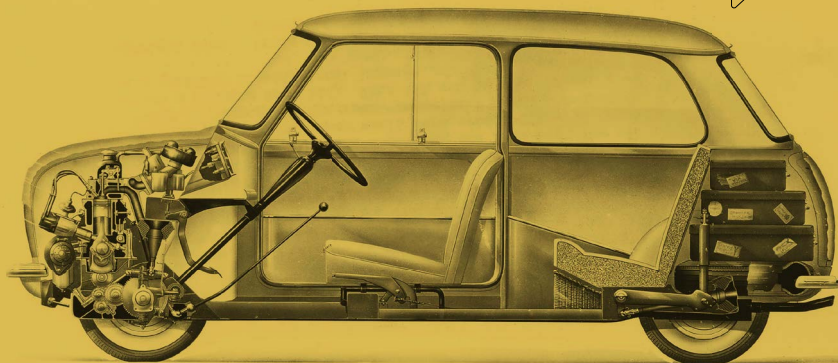
IS FOR

1959

THE OG MINIMALIST

The very first Mini met the oil crisis of the 50's head-on, its clever use of space getting maximum mileage from minimum resources.

CLEVER USE
OF SPACE



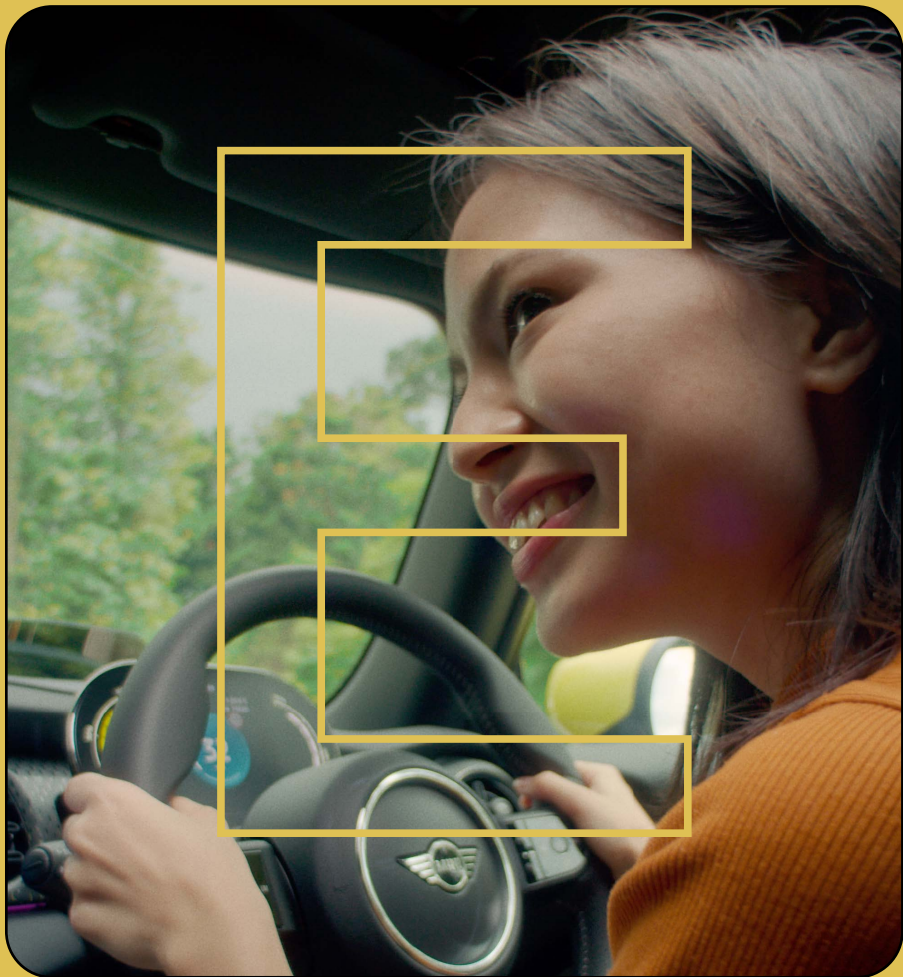
MINIMUM
RESOURCES

2022



THE ELECTRIC MINIMALIST

Today, the MINI Electric proudly brings
that tradition into the future.



IS FOR
EXHILARATING

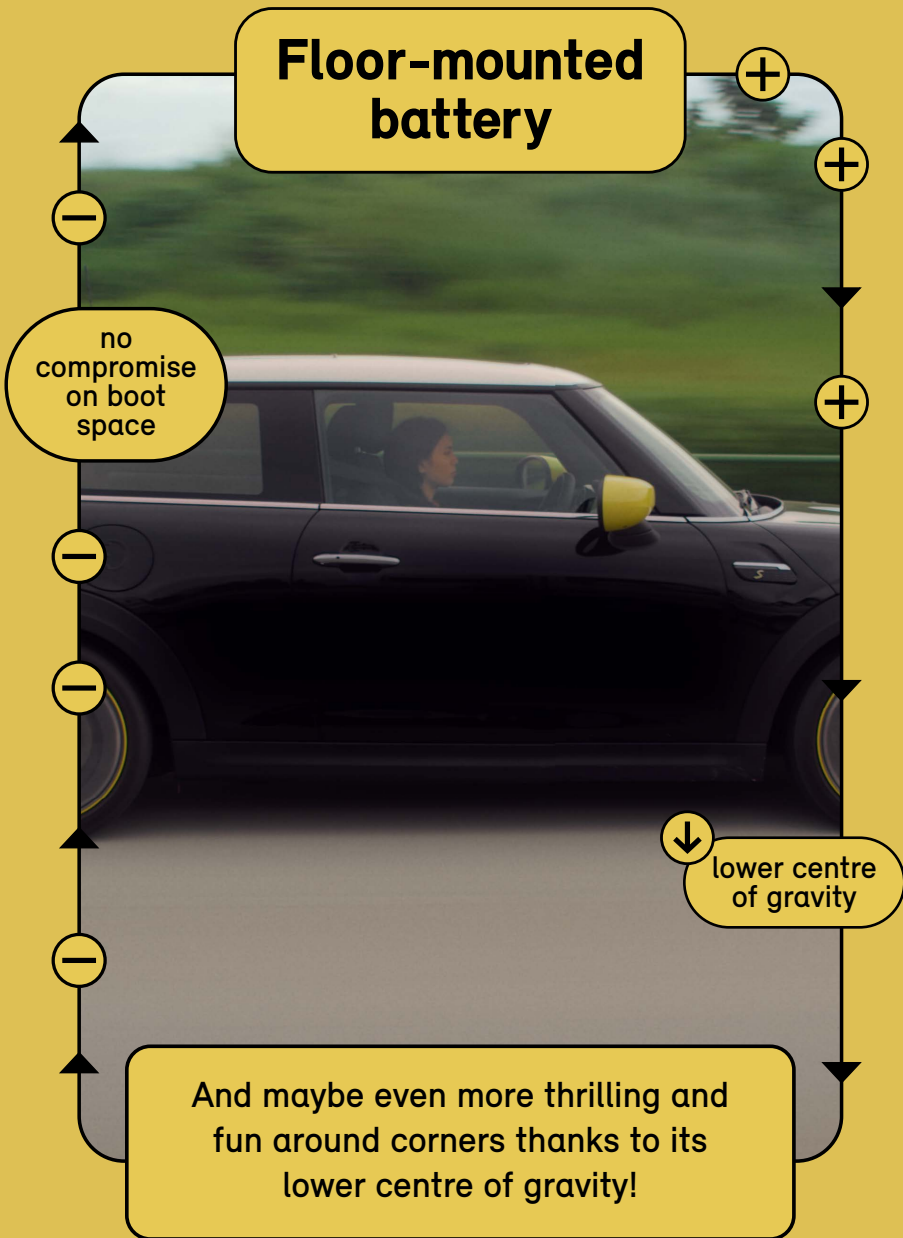
After all, the MINI Electric is every
bit a MINI.

Floor-mounted battery

no
compromise
on boot
space

↓
lower centre
of gravity

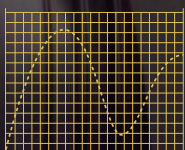
And maybe even more thrilling and
fun around corners thanks to its
lower centre of gravity!





MINI ELECTRIC[®] ACADEMY

ENROL NOW ENROL NOW ENROL NOW



E V

20 22



MINI ELECTRIC