

MINI CORPORATE COMMUNICATIONS

Press Information

12 January 2026

Successful year for MINI: Strong sales increase in all regions – resulting in over 100,000 fully electric vehicles delivered in 2025



+++ With 288,290 vehicles delivered, MINI is significantly above previous year (+17.7%) +++ Over 100,000 fully electric vehicles delivered to customers +++ Every third MINI sold worldwide is now fully electric +++ Growth across all sales regions +++ John Cooper Works sub-brand continues success +++

Munich. The MINI brand looks back on an extremely successful 2025. With a total volume of 288,290 vehicles, MINI achieved a significant sales increase of 17,7% compared to 2024 figures. Particularly impressive is the high demand for battery electric vehicles (BEVs): with 105,535 fully electric MINIs delivered in 2025 (+87,9%), the brand achieved a new record in electromobility, resulting in more than every third MINI sold

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worldwide being electric. In many markets, the share is significantly above 50%, such as Netherlands, Turkey, Sweden and China.

Jean-Philippe Parain, Head of the MINI brand, emphasizes: “MINI continuously increases the share of fully electric vehicles, thereby demonstrating its innovative strength and future orientation. Our strong volume growth across all regions in 2025 clearly reflects the exceptional appeal of the MINI model family. The updated iconic design, the sportiness, individuality and expanded electric offerings of the MINI brand have met customer expectations all around the globe.

A growth driver was the largest MINI model in the product portfolio, the MINI Countryman: with a 32,4 % share of the total MINI volume, it underlines the brand’s SUV expertise. The Countryman combines typical MINI driving pleasure with innovative design and high versatility – ideal for any outdoor challenge. In 2025, 93,305 units were sold worldwide (+15.2%); the fully electric Countryman achieved a sales growth of 81.8% compared to 2024.

Sub-brand John Cooper Works reaches record numbers

The sporty John Cooper Works (JCW) sub-brand also set new standards in 2025: with 25,630 units sold, MINI JCW increased the sales volume by 59.5% and achieved a new sales record. The share of JCW vehicles reached 8.9% of the total MINI volume. In some markets, such as UK, Italy, Japan and Australia, the performance-enhanced MINI models reached their highest sales figures to date.

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The MINI Cooper family

The traditional MINI Cooper family, consisting of the MINI Cooper 3-Door, the MINI Cooper 5-Door and the MINI Convertible, recorded with 162,789 a sales increase of 10.3% compared to the previous year. The new generation of the MINI Cooper Convertible, only introduced in 2025, rounded off the model family with unique features. With 22,491 units sold, a sales growth of 18.4% was achieved. The MINI Cooper 5-Door impresses with typical brand-specific driving fun, increased space, and high functionality and recorded with 47,850 units a significant growth of 26.5% compared to 2024.

2026 starts with the new MINI Paul Smith Edition

Starting in 2026, the MINI Cooper 3-Door, MINI Cooper 5-Door, and MINI Cooper Convertible – both electric and combustion engine versions – will be available in the new MINI Paul Smith Edition. This edition combines the unmistakable style of the British designer Paul Smith with the playful, optimistic and independent spirit of the MINI brand. Following the successful collaborations “MINI STRIP” (2021) and “MINI Recharged by Paul Smith” (2022), Paul Smith now brings his world-famous design language “Classic with a twist” into the MINI family once again.

CO₂- Emissions & Consumption

MINI John Cooper Works Convertible (WLTP combined: Energy consumption 7.1l/100km; CO₂ emissions 161g/km; CO₂ class F)

All model variants, equipment and technical data described here refer to the German market. Consumption and emission data refer to the German Passenger Car Energy Labelling Regulation (EnVKV).

Fuel consumption, CO₂ emission figures and power consumption were measured using the methods required according to Regulation VO (EC) 2007/715 as amended. They refer to vehicles on the German automotive market. For ranges, the NEDC figures take into account differences in the

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selected wheel and tyre size, while the WLTP figures take into account the effects of any optional equipment. For vehicles newly type-approved since 01.01.2021, the official specifications exist only according to WLTP. In addition, according to EU Regulation 2022/195, the NEDC values will no longer be included in the EC certificates of conformity as of 01.01.2023.

All figures have already been calculated based on the new WLTP test cycle. NEDC figures listed have been adjusted to the NEDC measurement method where applicable. WLTP values are used as a basis for the assessment of taxes and other vehicle-related duties which are (also) based on CO₂ emissions and, where applicable, for the purposes of vehicle-specific subsidies. Further information on the WLTP and NEDC measurement procedures is also available at www.bmw.de/wltp.

For further details of the official fuel consumption figures and official specific CO₂ emissions of new cars, please refer to the “Manual on the fuel consumption, CO₂ emissions and power consumption of new cars”, available at sales outlets free of charge, from Deutsche Automobil Treuhand GmbH (DAT), Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen and at <https://www.dat.de/co2/>.

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