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## **L'innovation du MINI Cooper SE Cabrio entièrement électrique : ses jantes en alliage d'aluminium recyclé à 100 %.**

**+++ BMW Group fait progresser de manière constante la transformation vers la circularité. +++ L'utilisation de matériaux recyclés réduit les émissions pendant la production jusqu'à 75 %. +++**

**Munich.** The BMW Group is again leading the way in terms of the circular economy. The new MINI Cooper SE Convertible (combined power consumption: 17.2kWh/100 km according to WLTP; carbon emissions: 0 g/km) will be the first series model to be produced with alloy wheels that are made entirely from recycled aluminium.

**"As premium manufacturer we entrenched sustainability in the development from very early on",** said Dr. Nicolai Martin, Senior Vice President Development Automated Driving. **"The light alloy wheels of the fully electric open-top four-seater are a prime example of sustainable resource use, and they represent an important milestone on the road to circular economy for the BMW Group."**

The first use of 100 percent secondary aluminium for light-alloy wheels on a series-production vehicle is in cooperation with the wheel manufacturer Ronal. The consistent use of recycled aluminium not only conserves raw material sources, but also eliminates the particularly energy-intensive electrolysis process that is normally necessary to produce light alloys.

### **Re:think – reinventing the wheel.**

The BMW Group is pushing ahead with the successful implementation of a circular economy in accordance with the four basic principles to Re:think, Re:duce, Re:use and Re:cycle, with development of the first 100 percent recycled aluminium alloy wheels consistently aligned with these tenets. As the world's first open-top fully electric premium car to be produced in a small series, it is not only the alloy wheels but the new MINI Cooper SE Convertible as a whole, which has been completely rethought in terms of sustainability.

The combination of a light support wheel made from 100 percent recycled aluminium with aerodynamically optimised real metal inlays as well as an innovatively designed centre cap offers a unique selling point that clearly sets the model apart from the competition. Made entirely from recycled light alloy, the support wheel completely meets the structural requirements and high quality standards of the BMW Group, while the inlays optimise the aerodynamic properties of the vehicle, thereby increasing the range

of the MINI Cooper SE Convertible. In other words, the innovative alloy wheels contribute to reducing the vehicle's carbon footprint in multiple respects – both in production and while driving.

**Re:duce – significant carbon reductions from using recycled aluminium.**

With the use of secondary materials that have a carbon footprint of less than 0.16 kg of carbon per kilogram of aluminium, the wheel supplier has been able to reduce carbon emissions at its production facility by up to 75 percent compared to conventionally produced wheels. In concrete terms, this means carbon emissions falling from around 130 kg to around 30 kilograms.

The outstanding aerodynamic properties and lightweight design of the innovative alloy wheels also make a difference on the road, with the complete enclosure of the wheel exterior by the inlays significantly decreasing drag. The weight-optimised design reduces the unsprung masses of the vehicle as a whole, boosting efficiency and enabling the MINI Cooper SE Convertible to deliver the go-kart feel that is so typical of the brand.

**Re:use – recyclability makes it possible to forgo primary aluminium.**

The consistent implementation of circular economy principles has turned the joy of sustainability into a lived experience for the MINI community. Drivers of the MINI Cooper SE Convertible with recycled aluminium alloy wheels are part of a pilot project aimed at gradually reducing demand for primary raw materials. The alloy wheels on the MINI Cooper SE Convertible can also be fully recycled at the end of their lifecycle. Participating in this circularity enables the BMW Group to continually reduce the amount of aluminium that needs to be produced by means of an energy-intensive primary energy process.

**Re:cycle – Premium-quality recycled aluminium wheels.**

Secondary raw materials must also fulfil the BMW Group's high standards for quality, design, safety and mechanical properties.

With the alloy wheels on the MINI Cooper SE Convertible, the BMW Group has succeeded in establishing a material cycle for premium quality wheels for the first time, paving the way for repeated use of the raw material. The use of 100 percent recycled aluminium wheels in a small series is the first proof of feasibility for the ambitious sustainability goals regarding the circular economy. At the same time, the world premiere of the MINI Cooper SE Convertible sets the scene for scaling up the innovative production process for use in future large series models.

## **BMW Group en France**

BMW Group est implanté sur quatre sites en France : Montigny-le-Bretonneux (siège social), Tigery (centre de formation), Strasbourg (centre pièces de rechange et accessoires international) et Miramas (centre d'essais techniques international). BMW Group emploie avec ses filiales commerciales et financières ainsi que son réseau exclusif de distribution près de 6.000 salariés en France. En 2022, BMW Group France a immatriculé 71 088 automobiles des marques BMW et MINI et 20 929 motos et scooters de la marque BMW Motorrad.

Le volume annuel d'achats de BMW Group auprès des équipementiers français et fournisseurs en France s'élève à 3,5 milliards d'Euros. Parmi eux, citons Valeo, Michelin, Plastic Omnium, Sogefi, Faurecia. Dans le cadre de sa stratégie électromobilité, BMW Group offre une large gamme de modèles de voitures et deux-roues électriques et hybrides rechargeables. Plus d'un million de voitures 100% électriques circulaient déjà sur les routes, fin 2021.

BMW Group France poursuit en outre une politique active et pérenne de mécénat avec le programme BMW ART MAKERS qui soutient la création émergente dans le domaine des arts visuels, et des acteurs culturels de renom tels que les Rencontres de la Photographie d'Arles et Paris Photo. Depuis plus de 30 ans, BMW Group France finance des projets d'utilité publique par le biais de sa Fondation placée sous l'égide de la Fondation de France : actuellement l'entrepreneuriat à impact à travers le soutien aux associations Ashoka et Make Sense. L'engagement sociétal de BMW Group se décline aussi dans le sport français, notamment à travers son partenariat avec la Fédération Française de Golf (FFG).

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## **BMW Group**

BMW Group, qui comprend les marques BMW, MINI, Rolls-Royce et BMW Motorrad, est le premier constructeur d'automobiles et de motos Premium au monde, fournissant également des services dans les domaines de la finance et de la mobilité. BMW Group exploite 31 sites de production et d'assemblage implantés dans 15 pays, ainsi qu'un réseau de vente présent dans plus de 140 pays.

En 2021, les ventes mondiales de BMW Group ont atteint un volume total de 2,5 millions d'automobiles et plus de 194 000 motos. En 2021, l'entreprise a réalisé un bénéfice avant impôts de 16,1 milliards d'euros pour un chiffre d'affaires de 111,2 milliards d'euros. Au 31 décembre 2021, les effectifs de BMW Group étaient de 118 909 salariés.

Le succès de BMW Group a toujours été basé sur une vision à long terme et une action responsable. C'est pourquoi l'entreprise a inscrit, dans sa stratégie, la durabilité écologique et sociale tout au long de la chaîne de valeur, de la gestion efficace des ressources à la phase d'utilisation des produits en passant par la production.

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