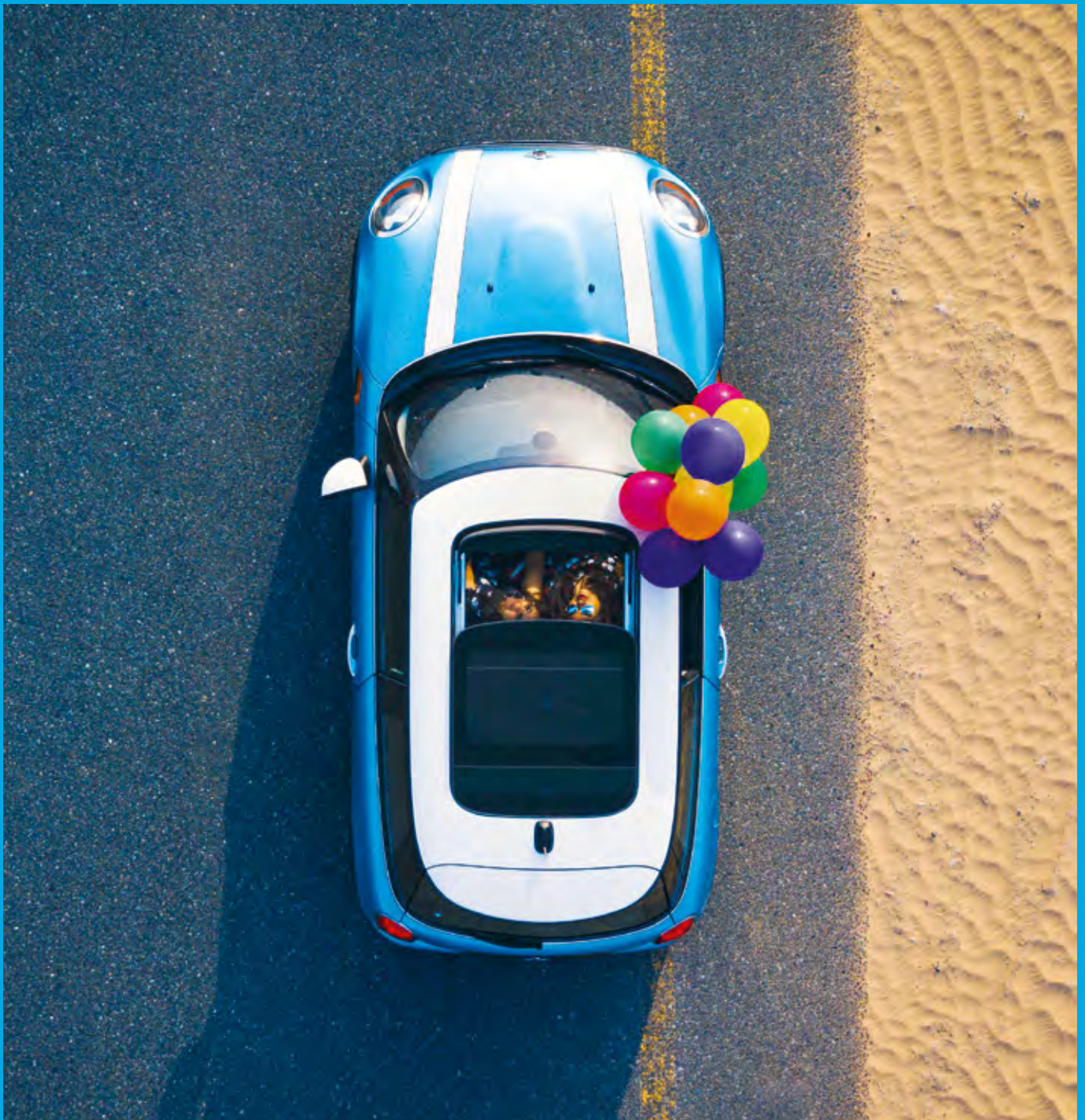


# MINI INSIDER

THE GOOD TOGETHER  
ISSUE 21/22

Paul Smith  
Sophie Williamson-Stothert  
Raphael Gielgen



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Consumer information for the specific models presented here (each in a combined test cycle, WLTP min/max):

MINI Cooper SE – energy consumption in kWh/100 km: 15.2/17.6; fuel consumption in l/100 km: 0; CO<sub>2</sub> emissions in g/km: 0.

MINI 3-door Cooper – fuel consumption in l/100 km: 5.5/6.1; CO<sub>2</sub> emissions in g/km: 124/138.

MINI 5-door Cooper S – fuel consumption in l/100 km: 6.2/6.8; CO<sub>2</sub> emissions in g/km: 141/154.

MINI Countryman Cooper S – fuel consumption in l/100 km: 6.6/7.2; CO<sub>2</sub> emissions in g/km: 151/163.

MINI Cabrio Cooper S – fuel consumption in l/100 km: 6.5/6.9; CO<sub>2</sub> emissions in g/km: 148/157.

MINI Clubman Cooper S automatic – fuel consumption in l/100 km: 6.2/6.7; CO<sub>2</sub> emissions in g/km: 142/152.

MINI Cooper SE Countryman ALL4 automatic – energy consumption in kWh/100 km: 19.9/22.1, fuel consumption in l/100 km: 1.7/1.9;

CO<sub>2</sub> emissions in g/km: 39/44.

MINI Clubman John Cooper Works ALL4 automatic – fuel consumption in l/100 km: 7.4/7.9; CO<sub>2</sub> emissions in g/km: 168/180.

**NOTE:**

All engine options might not be offered on all markets. Please contact your authorized MINI dealer or read more on your local MINI website (mini.se/mini.no/mini.dk/mini.fi/mini.ee/mini.lv/mini.lt) for more detailed information on which engines are offered on your specific market.

The data for fuel consumption, CO<sub>2</sub> emissions and energy consumption are determined in accordance with the measurement processes as defined by European Regulation (EU) 715/2007 in the applicable version. Data refer to a vehicle with base-level equipment in Germany, and the ranges account for differences according to the selected wheel and tyre size and the optional equipment. For these vehicles, values other than those specified here may apply for the assessment of taxes and other vehicle-related charges that are (also) based on CO<sub>2</sub> emissions. More information on the availability of specific models and features can be obtained from your local MINI dealership or www.mini.com. Copy deadline and publication date: 27.01.2021. Changes and errors excepted. BMW AG, 80788 Munich, Germany

**OUR LOVE OF PAPER.**

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# EDITORIAL.

“We’re all different but we’re pretty good together.”

**W**

e’re all different, but when people stick together, they can achieve great things. That’s probably the best lesson we have learnt from this past year. Whatever challenges we may have to face in future, we at MINI firmly believe that our strength lies in our history. We have never forgotten that our brand was born of an emergency situation. It was during the Suez Crisis of the late 1950s that people realised for the first time that resources are finite. Our response: a bold design for a better future. A small car was born, combining low fuel consumption and ingenious design. Its legendary go-kart feeling provided the impetus to face any challenge. That positive spirit is something we have kept alive to this day.

Fashion designer Paul Smith was also influenced by a special time in history, when young people from all over the world came together in the Swinging London of the 1960s to celebrate their uniqueness. Smith and his friends drove MINIs in those days. Sir Paul still shares our uncompromising love of timeless design. In a new collaboration, we are working with him on the future of sustainable design. And it has to be stylish, innovative and minimalist – on that, we all agree.

The new MINI 3- and 5-door Hatches and the new MINI Cabrio are tangible proof that we at MINI focus on the essentials, while remaining true to our roots. We are a brand that brings different people together. This is expressed perfectly by the tagline that will be accompanying us over the coming months: “We’re all different, but we’re pretty good together”.

Join us for the journey.

Yours truly,

Bernd Körber



BERND KÖRBER,  
Head of MINI

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People from all walks of life can't help but agree when they're sitting in a MINI: it makes their heart beat faster. This is true for car fanatics, design aficionados and even art royalty, such as Damien Hirst, famous for his spot paintings, who created a one-off work of art in 2000, the Mini Spot – inspiration on four wheels.

Photo: Martin Parr/Magnum Photos

# START

# TOGETHER.

Text  
REINHARD KECK



MINI  Paul Smith

# PERFECT



Powerful pair: British fashion designer Paul Smith with his MINI Cooper SE in London (left and facing page). Shadow dancer: Smith performs a few steps for the camera (above).

Photos: Barry Hayden (p. 8), Dan Wilton (p. 8, p. 9)

# MATCH.



# Sir Paul Smith is considered to be a master of timeless design. A conversation with the British fashion designer about sustainable living, the wild years in London – and his new collaboration with MINI.

# H

He designs furniture, lamps, books, cars and, of course, fashion: Paul Smith, 74, is a man with a relentless creative appetite. Sir Paul, who was knighted in 2000, has been tailoring casual-elegant clothing for more than a century – and to this day his spring and autumn shows are the highlights of Paris Fashion Week. His other passion is revamping iconic products. He has redesigned the look and feel of the iconic Anglepoise lamp and the Leica camera – and now, for the second time, is collaborating with the design team at MINI. When he speaks, Smith's long, pencil fingers are in the air. There is more energy crackling in his eyes than in any power line.

#### **Sir Paul, Do you remember the first time you drove a MINI?**

Yes I do. It was in the late sixties and ended in an unpleasant incident.

#### **What happened?**

My pal had lent me a MINI van for a trip to the pub with our group of friends. Hardly had I parked the car than smoke began billowing out of the windows. A cigarette end had fallen unnoticed onto the passenger seat and was smouldering away merrily. We stamped on it until the fire was out. I was very glad it wasn't my car.

#### **That was in the sixties, when the MINI was all the rage and you were just starting out as a designer. What made it such a special era?**

We were the first generation not directly affected by World War II and we suddenly had a say. We could venture into entirely new areas, try out new things. That gave us a sense of freedom. Men grew their hair long, girls wore miniskirts. The Beatles and the Rolling Stones became superstars. And architects and designers came up with some iconic creations: Ernő Goldfinger built Brutalist blocks of flats; Alex Moulton developed a bicycle that successfully challenged the concept of the traditional, diamond frame. There was a modern

feel to the MINI from the start, and it was popular with people who considered themselves particularly cool.

#### **Many stars from the world of music still come to you for their clothes today. Has this led to friendships over the years?**

David Bowie was a good friend of mine. We even made the T-shirts for *Blackstar*, his final album. I feel honoured and glad to have known him. I regularly meet up with Jimmy Page, the Led Zeppelin guitarist. The first time I met Paul McCartney was just before a concert in London, when the Beatles were already the biggest music sensation in the world. While he was busy with the sound check, I was nervously laying out ten different looks for him. All he said when he came in was: It's okay, I'll take them all. Then he made me a cheese sandwich and a cup of tea. How cool is that, I thought. I happened to bump into Paul just recently at a restaurant – just before the lockdown in London. The manager was very pleased: We've got not one but two Sir Pauls dining here this evening!

#### **Do you still feel inspired by the sixties, the era when it all began?**

It was all very much about individuality, freedom and having the opportunity to think differently. Sadly, many people today seem to want to live to a pattern. They spend more time thinking about how to fit into a norm than about how they really want to be. The pace of life is faster today; excitement about new things doesn't last as long.

#### **Your job also involves identifying and setting trends. Sustainability is the megatrend of our time. What does the word mean to you?**

We are all agreed on the importance of an ecological lifestyle. But the word "sustainability" must not be used simply as a label or a sales argument. I see sustainability as a cycle: where and how is an article or product manufactured, and under what working conditions? And

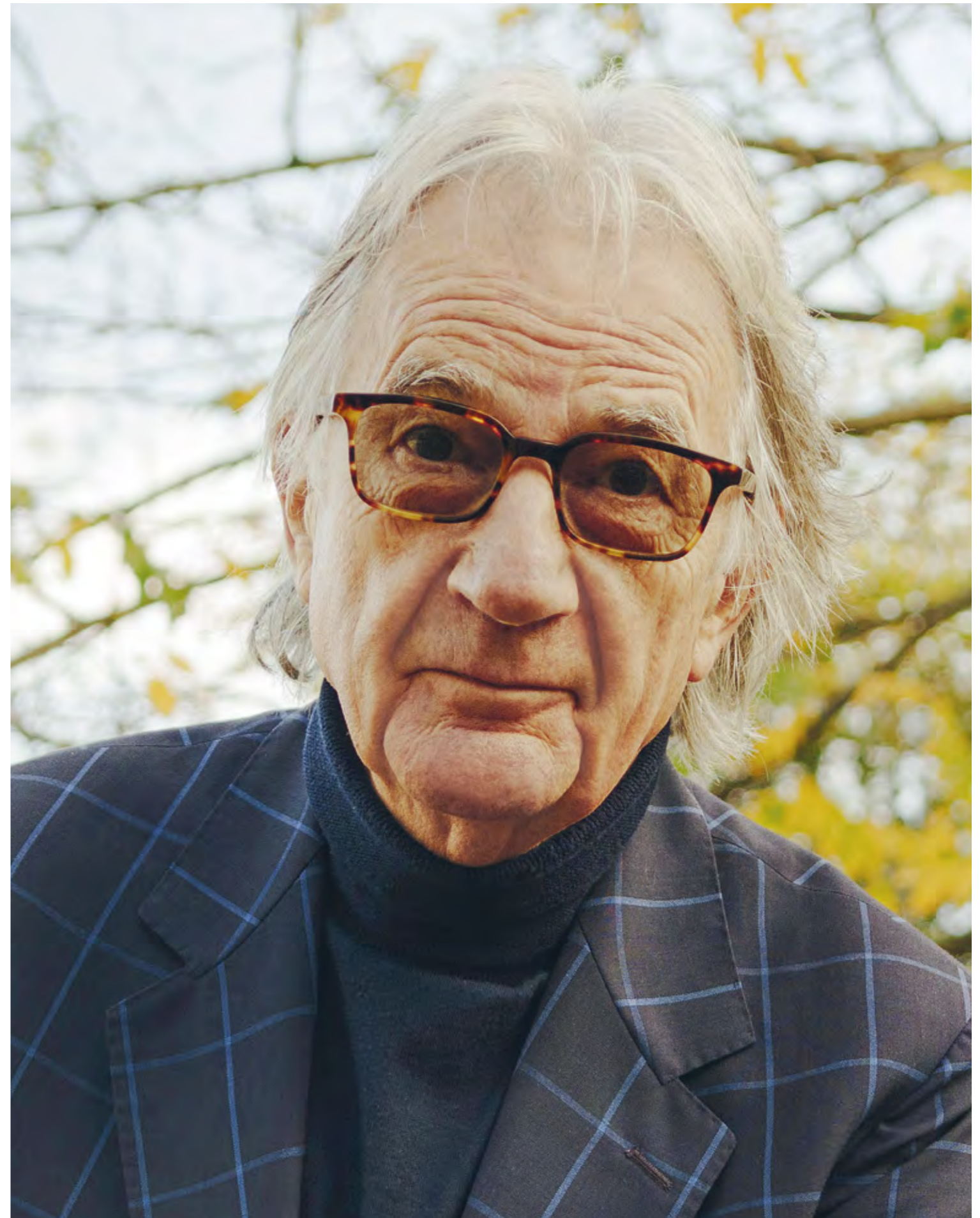
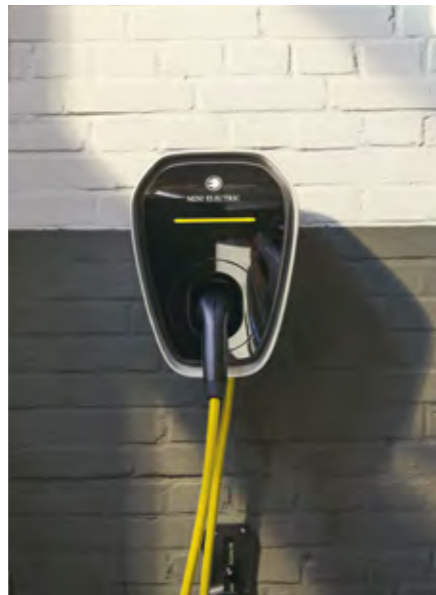


Photo: Dan Wilton

A man with taste and perspective: Smith has been influencing the fashion industry for half a century.



“Sustainability is a sensible thing – that’s the message design also needs to convey.”



Creative chaos: Smith’s London studio is crammed full of books, paintings and racing bikes – all of which influence his work (right). The fashion designer has been a MINI fan for many years and greatly admires both the MINI Cooper SE’s design and technology.

Photos: Dan Wilton (p. 12 (2)), Alex Rank (p. 12 (2)), BMW AG (p. 13 (4)), Brigit Bittermann/BMW AG (p. 13 below)

above all: where does the product end up when it is no longer needed? Can it be turned into something new? Ninety-eight per cent of our sweatshirts are made of recycled polyester, the suits of low-impact wool.

#### How can good design help to foster a sustainable mindset?

Sustainability is a sensible thing – that’s the message design also needs to convey. And that brings us back to “less is more”. What can I leave out? This is what we should be asking ourselves – not just the producers, but the consumers, as well. Also: do I want to fill my wardrobe with clothes that will soon end up on the rubbish heap? Or would I rather have timeless pieces of clothing of generally better quality, but not so many of them? It’s probably my own and the middle generation that needs to be brought round to this way of thinking. The younger generation realised this a long time ago.

Every morning, just after six o’clock, Paul Smith parks his MINI Cooper SE in his private parking space outside his studio in Covent Garden. He’s always the first in the studio along with the cleaners. Then he puts on a record (vinyl these days) – something by the American folk-rock band The Lumineers. The master grooves into his day with feel-good music and greets his 200 employees with it – or he would, if they weren’t working from home.

#### What do you enjoy more: roaring across the hilly Midlands countryside or cruising sedately around Piccadilly Circus?

The latter, because I only drive the MINI in London. My hometown of Nottingham is too far away. I love to purr through the awakening city early in the morning. In London, as in many other big cities, air pollution is sadly a major problem. We absolutely have to bring it down, as fast as possible. Electric vehicles are the right answer to this problem. The electrification of mobility is only just beginning, but we need to develop ways to make charging even more efficient and more convenient, and quickly.

#### Could the MINI Cooper SE become an icon of the new green era?

A great start has already been made on that. In my opinion, the design of many of the earlier electric cars was pretty laughable. Great efforts were made to build something futuristic. By contrast, the MINI remains true to itself. That would also be my wish for the future: just keep it simple. A MINI is the essence of mobility. But it also emanates a lightness and simplicity – quite unlike these great big “driving machines” that take themselves so seriously. I hope that the joy of simplicity will generally define the era of sustainability.

#### Would you also apply that principle to designing your personal dream MINI?

The guiding principle there, too, would be the cycle: upholstery, seats and other textiles would be made of recycled wool or knitting yarn. I would take my lead from the designer Dieter Rams, who said: Form follows function. I would leave a lot out and simplify. Who knows, perhaps a dashboard would no longer be necessary. Maybe a smartphone holder would suffice and I could control the lights, radio, air conditioning and so on with an app. People often associate me with colourful designs, but for the MINI, I would leave the choice of colours to my customers.

#### Cars, books, cameras, furniture – you have long since extended your creativity beyond fashion. Where do you get so much energy?

From my love of life. I feel blessed: I am independent, my own boss. I have stability at home; I’ve been with my wife, Pauline, since I was 20, and we are still very interested in each other and happy. The joy of life is at the heart of my business. We were recently described

## PAUL SMITH AND MINI DOWN THE YEARS

1946

Paul Smith is born near Nottingham on 5 July.



1959

British engineer Alec Issigonis builds the MINI and writes automobile history.

1970

After managing a boutique and working as a fashion buyer, Paul Smith opens his first shop in Nottingham.



1980

Brigitte Bardot, often seen behind the wheel of a MINI in her 1960s films, takes her dogs for a drive in a Mini Moke.



1998

Paul Smith designs a limited edition of 1800 MINIs in a shade of blue he created – complete with matching wheel rims.



1999

To mark the MINI’s 40th birthday, Paul Smith designed a one-off car with 86 different coloured stripes.

2020

Paul Smith – here with MINI chief designer Oliver Heilmer – negotiating a forward-looking collaboration with MINI.





Paul Smith is known for designing comfortable, well-cut suits, the advantages of which he is happy to demonstrate (above left and right). Beautiful future: the cockpit of the MINI Cooper SE (centre).

as “light-hearted and proper”. That’s apt. We have fun and don’t take ourselves too seriously. But we are super-efficient and conscientious. And we have good manners. I have never yet had an ugly argument.

#### Seriously?

Most arguments arise from self-importance and greed. If you allow a dispute to escalate, you won’t solve anything. I always try to understand the other person’s point of view. I will discuss a matter of contention, certainly, but argue? No.

On the brick walls of his office, Smith has countless photos, art prints and sketches celebrating the old and new projects, friendships and happy moments of a rich creative life. Smith left school at 15, intending to become a professional racing cyclist. But then he met Pauline, a student at the Royal College of Art. At the kitchen table, she showed the son of a textile salesman how to sew. In 1970, Smith opened his first shop in Nottingham – and with it laid the foundations for his creative empire.

#### You had a bad accident just before your 18th birthday that put paid to your dream of becoming a racing cyclist. How do you feel about that looking back?

I was in hospital for three months after hitting an Austin estate. It was one of those big, bulky cars – that’s probably why I still cannot stand them. I had a broken thigh bone, collarbone, fingers and more. Medical care wasn’t as advanced as it is now, and while I was there, 16 people died on my ward. Nottingham was a big mining area and

there were often terrible accidents involving miners. So it was a very traumatic time for me. I did also learn how to hold a spoon between my toes and feed myself jelly with my foot, though. I suppose I was something like a hospital clown to the other patients. My sense of humour also helped me through the physiotherapy and convalescence afterwards.

#### One symbol of that humour is your use of multicoloured zebra stripes in your designs. Where did you get that idea?

By chance. I was playing with threads at some point in the nineties, winding different colours around a spindle, and I made a shirt in that multicoloured zebra look. It sold pretty well straight off. Later, when I was showing the winter collection at Harrods, someone said: “Lovely – but where are the stripes? I said they were only for the summer season, and the Harrods people retorted: No, no! We want more stripes! Since then, they’ve turned up in my collections every year.

#### Which of your achievements makes you particularly proud?

That I appeal to all generations and also lots of amazing younger artists – actors like Orlando Bloom and musicians like John Legend and Niall Horan. That our brand has been in business for half a century, that we are still relevant and up to date, and make so many different people happy – that’s absolutely fantastic.

#### What is your dream project?

I don’t have a particular one. But I receive so many requests to collaborate – and turn most of them down. My motto is: Don’t do what’s easy. Do what feels right. And what could feel more right than a collaboration with MINI?

Photos: Dan Wilton, Alex Rank, Barry Hayden

# MINI COOPER SE



#### SECONDS

... is the time it takes the MINI COOPER SE to accelerate from zero to 100 kilometres per hour. It has a top speed of 150 kilometres per hour – for lower environmental impact.



#### KILOWATT HOURS

... is what the MINI consumes over 100 kilometres. Drivers with a 15-km journey to work will only need to plug in their MINI Cooper SE weekly – and still have enough charge for a short weekend trip.



#### MINUTES

... is how long the battery takes to recharge 80 per cent at a 50 kW charging station. Using an 11 kW mains plug, the same charge takes roughly two and a half hours.

#### ALREADY WIRED

The MINI Cooper SE is obviously also a genuine MINI – the real thing with the iconic design. But to mark it out as a fully electrically powered vehicle, the MINI designers gave it a look all its own by adding some subtle features, like the yellow side mirrors, the futuristic, light alloy wheels and the MINI E logo.

#### GO GREEN

The MINI Cooper SE neutralises its carbon footprint after 30,000 kilometres when charged with a conventional energy mix, and after only 19,000 when it runs on energy from renewable sources. So in the course of its life, the MINI Cooper SE produces up to 70 per cent fewer carbon emissions than its petrol equivalent.

#### EXPANDING NETWORK

Europe has some 200,000 public charging points for electric vehicles today. In summer 2020, their number worldwide rose to over a million. With that scale of coverage, the MINI Cooper SE is guaranteed never to be short of power.



SIR PAUL SMITH

was knighted by the Queen in 2001. Armour isn’t his style, though; he prefers to wear slim-fitting suits.

#### REMOTE CONTROL

With the MINI app, MINI Cooper SE drivers can easily check on the charge level of the car’s battery using their smartphone. The app also displays charging points in the area and indicates the remaining charging time when the vehicle is plugged in.

#### ON THE UNDERGROUND

The MINI’s ability to ride the Underground was proved long before the electric serial model came out – in the gangster film “The Italian Job” (2003). Because a car chase through the subway tunnels of Los Angeles wasn’t permitted for safety reasons, two MINI Coopers and one MINI Cooper S were converted to electric propulsion. The scenes in the film are quite literally... electrifying!

#### POWERFUL LEAP

The batteries in the electric MINI test vehicles that hummed around Berlin, London and L.A. in 2010 contained a whopping 5088 lithium-ion cells. Such batteries are far more powerful today. The MINI Cooper SE battery, which is built into the floor of the car, has just 96 cells with a total capacity of 32.6 kWh and a range of up to 234 kilometres.



MINI Cooper SE – energy consumption per 100 km: 15.2/17.6 kWh All values based on the combined WLTP test cycle



# HOW A SMALL CAR INSPIRED A GREAT LOVE.

Conjuring up images of sand, sea and sky despite its urban surroundings, the new MINI 5-door Cooper S gleams promisingly in the summery shade of Island Blue. The white bonnet stripes give it a sporty look and reference the MINI brand's glorious racing history (facing page).

Text  
SOPHIE  
WILLIAMSON-STOThERT

Photos  
ALEX RANK



Motoring journalist Sophie Williamson-Stothert has driven many exceptional cars, but the only one parked in her heart is the MINI. To mark the launch of the new 3- and 5-door Hatch, the Brit describes her deep affection for the brand – and why millions of fans feel the same way about it.

# M

y passion for the mighty little MINI began when I was 12 years old; the year my dad built me my first racing car – a classic MINI shell featuring a roll cage and tuned engine – and let me loose on short circuit ovals. I wasn't too bad, either, collecting my fair share of trophies and earning my spot on the championship leader board against a predominantly male-dominated grid. In my mind, I was competing in an – albeit distant – relative of the historic rally world's superstar, bearing the license plate 33 EJB – the mighty MINI Cooper that won the 1964 Monte Carlo Rally piloted by legendary Northern Irish driver, Paddy Hopkirk MBE. This was my first taste of the best-selling trait the MINI is lovingly known for – its go-kart handling.

If I asked you to name one car that has the potential to build communities and quench even the most talented driver's thirst for behind-the-wheel satisfaction, I'm confident that you would at least visualise a MINI – classic icon or modern machine. The MINI, past and present, is so much more than just a car; it's a lifestyle. It represents individuality and freedom of expression. What's more, in its modern form, the MINI is even more accessible. It comes in a variety of sizes and with a range of gadgets and gizmos, such as interior mood lighting, to improve driver and passenger satisfaction.

This year is a very special one for fans of the brand. MINI has not only unveiled a new version of the classic MINI 3-door Hatch, but also given its big brother, the 5-door model, a brand-new face that is friendlier, sportier – quite simply, cooler. A glance at these two cars in the

photos framing this text clearly shows that the brand is moving boldly forward. Standstill is not an option. MINI aims to lead on all fronts – design, technology and sustainability – but never neglects its own brand DNA: small car, fun to drive, and a look that never goes out of style. It's this mix that electrifies fans like me, and when our community sees these brand-new MINIs, warm memories stir within us.

Ever since Sir Alec Issigonis' first MINI rolled off its British production line in 1959, the iconic small car inspired a cult following, earning the respect and love of thousands of enthusiastic fans across the world – on the road, on the race circuit and on a rally stage. This car, after all, was designed to help get families motoring again at an affordable price, following the Suez fuel crisis of 1956.

Fast forward six decades to 2020 and the MINI continues to take the world by storm, just as its predecessor once did. I'm proud to say that I am one of those dedicated fans and, since I could reach the pedals, I've been a MINI driver and owner.

My love for MINI intensified when I turned 17 and purchased my first road car – a 2002 MINI Cooper, lovingly known as Minty. Since I'd fallen in love with a classic MINI at such a young age, there was never any doubt that my first road car would be of the same DNA. Only, this time, I was about to fall head-over-wheels for a brand, not just a badge.

I was pleasantly surprised at how similar the modern MINI handled in comparison to the little pocket rocket it's based on – throw it into a corner and it'll stick like glue! You can't argue that the retro reincarnation of the little car was notably larger than the tiny chassis it was based on, but that didn't impair its balance when cornering or prevent them from combining signature characteristics of Issigonis' or even the late classic MINI of the 1980s in its styling, too: a cute, downward-sloping chrome grille and prominent, rounded headlights.

BMW hasn't only managed to resurrect a classic, it's also managed to recreate and redesign many of its variants. The Clubman, for example, which was a popular estate car in the 1960s, and the Countryman, which has grown from a wagon into a family-friendly SUV.

It's safe to say that my little racing car and the arrival of Minty on passing my driving test gave me a bug for a car that, even now, sparks great joy in my life. I've almost only ever owned MINIs. In 2010, I had saved enough pennies to buy a second car, another 2004 MINI Cooper – tuned at one of the hottest MINI tuners in the UK and sporting quirky extras, such as upgraded alloy wheels, brakes and callipers – which became my companion for MINI shows and events.

My little family of MINI motors grew further in 2016 when I traded in my only non-MINI car for a 2013 MINI Cooper SD – my little workhorse, lovingly known as Dizzy Diesel – and my dad and I finally found the perfect restoration project we'd be searching for – a 1989 MINI Mayfair, which we named Pearl to match her beautiful pearly paintwork. My little Pearl really is my pride and joy and was one of three special cars in attendance at my wedding, escorting my husband and I from the church to our reception – in style!



Sophie Williamson-Stoherth, 28, is a MINI fan through and through. The Brit writes for automobile and motorsport magazines and in 2016 published a book called "BMW MINI: An Enthusiast's Guide". Red hot: the new MINI Cooper 3-door in gleaming Chili Red (right).



“I’ve never felt more comfortable with a group of strangers than when reminiscing with MINI enthusiasts.”



*One may be red and the other one blue, but both little cars come with a “fun guarantee”. The MINI spreads happiness wherever it turns up (left and facing page). And as our author quite rightly claims, this iconic car enjoys a cult following of enthusiastic fans across the world.*



Small car, plenty of space, a luxurious feel: the MINI Cooper S 5-door boasts the finest nappa leather upholstery from the MINI Yours line. Simply leaving the kerb becomes a cinematic experience (right).



The little MINI has been an icon of pop culture since its birth. In 2019, the ten millionth MINI produced globally since 1959 rolled off the production line, and they've been rolling into the lives of pop stars, models and actors ever since. All four members of The Beatles each owned a coachbuilt MINI and the 'King of Cool', American actor Steve McQueen, owned a MINI, too. It's still a hit today, with popstar Ed Sheeran choosing the modern MINI 3-door Hatch as his first car and Madonna singing about her beloved MINI in "American Life" with the lyrics "I drive my MINI Cooper and I'm feeling superduper!".

I should probably mention at this point that my profession is motoring journalism, so my obsession with cars, and MINIs in particular, isn't too unusual. I can honestly say that, in my personal opinion, there isn't another small, modern car that can rival the MINI's ability to capture the hearts of motorists – one of the many characteristics that's filtered through from its predecessor's DNA.

My career as a motoring journalist also saw me write my first book, which was published in 2016. You can probably imagine what the subject matter is, can't you? That's right, all things MINI! It was during the process of writing that I truly realised just how well these little cars can build relationships and communities and even change lives.

I felt honoured when my local independent bookshop stocked my book and invited me in one weekend to do a signing – I honestly didn't think anyone would attend, mostly because I wasn't a well-known,

celebrity author. To my amazement, however, MINI drivers past and present, of different social groups, ethnic origins and genders, gathered to revel in their shared passion – a small car that leaves a big tyre print on your heart.

I heard many wonderful tales that ranged from driving a MINI around the world and (accidentally!) into the sea back in the 1970s, delivering a baby on the backseat during the Swinging Sixties and the excitement of buying one of the very first new MINIs in 2001. I even met one of the brand's youngest fans – a young man of 4 years old who wanted to show me his favourite model MINIs.

I can honestly say that I've never felt more comfortable with a group of strangers, nor felt such a sense of togetherness with people unfamiliar to me, than when I was reminiscing with these fellow enthusiasts.

Now in its third generation, the MINI, in all its variants, is undeniably one of the most exciting, trendy, versatile and family-friendly vehicles on the market. Much like its predecessor, you can comfortably squeeze four adults into the MINI 3-Door Hatch, and can rest assured that you'll arrive anywhere in style behind the wheel of a MINI.

If you ask me, the little boy who brought his model MINI to my book signing shows that the bond between the people and this unique brand will continue for generations, bringing motorists together to enjoy a freedom and community that only this car can offer. I truly believe that in another six decades, we'll be celebrating the birth of the successor: the MINI!

# MINI 3-/5-DOOR HATCH



#### METRES

... that's the length of the 3-door model, which is ideal for finding a parking space even if the MINI has grown significantly over time. The original 1959 Mini was just 3.06 metres long.



#### PAINTWORK OPTIONS

...including Rooftop Grey and Island Blue, as well as four different shades for interior surfaces, offer buyers variety when choosing the colour scheme for their MINI.



#### KW

...or up to 231 horsepower: that's what the MINI 3-door Hatch is hiding beneath its bonnet. But 100 kW / 136 hp is already enough for a healthy portion of the famous MINI go-kart feeling.

#### HIGH FIVE!

A 5-door model of the MINI Hatch has been on the market since 2014. Despite its larger dimensions, it's as nifty to handle and holds the road just as well as the 3-door Hatch.

#### SPORTY FUN

The 1961 Cooper models were based on racing cars John Cooper had developed from the original classic MINI. With them, he changed the image of the MINI to that of a fun sportsmobile. Today, the fastest MINI is the John Cooper Works model.

#### QUITE A FEAT

The MINI became a legend after triumphing in the Monte Carlo Rally in January 1964. That the 90 hp / 66 kW MINI Cooper S beat the entire field was so surprising because its rivals on the icy roads had three to four times as much horsepower.



**SOPHIE WILLIAMSON-STOHERT**  
has spent many an hour tuning MINI engines – and delighting in the thrill of piloting the cars on the race track.

#### PURCHASED, BUT NOT DRIVEN

Celebrities do things differently: John Lennon reputedly ordered a MINI in 1964 even though he didn't have a driving licence. Fellow Beatle George Harrison lent his MINI to Eric Clapton in 1967 – and didn't get it back until three years later.

#### GERMAN ROOTS

The MINI-Bavaria connection existed long before MINI became a member of the BMW Group: MINI inventor Alec Issigonis was Bavarian on his mother's side and the Munich police force has been using MINIs as patrol cars since 2001.

#### CLOSE FIT

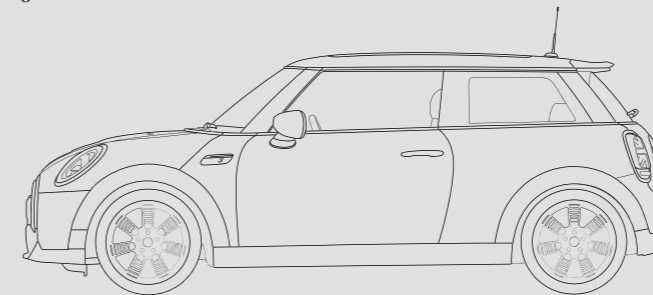
In 2012, when a group of enthusiastic gymnasts set out to prove that the MINI is far bigger than anyone might think, 29 of the athletes squeezed into a 5-door Hatch, creating a world record!

Length: 3863 mm  
Width: 1727 mm  
Height: 1414 mm

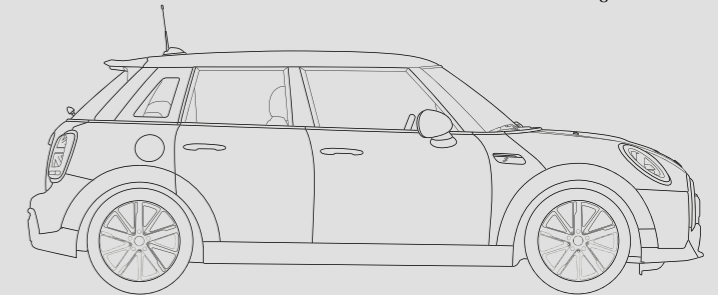
Boot space  
211-731 litres

Boot space  
278-941 litres

Length: 4023 mm  
Width: 1727 mm  
Height: 1425 mm



Wheelbase: 2495 mm



Wheelbase: 2567 mm

MINI 3-door – fuel consumption in l/100 km: 5.4/7.1; CO<sub>2</sub> emissions in g/km: 122/161  
All values based on the combined WLTP test cycle

MINI 5-door – fuel consumption in l/100 km: 5.4/6.8; CO<sub>2</sub> emissions in g/km: 124/154

THE



EFFECT.

BUTTERFLY



Nature as role model: At the Metalmark lab, researchers are studying the structural characteristics of butterfly wings in order to apply the nanostructures they discover to new air cleaning technologies.

Text UTE EBERLE  
Photos JILLIAN FREYER

# A US startup plucked the idea right out of the air. MINI responded enthusiastically.

Butterflies are a unique species. Their often iridescent appearance belies the fact that they begin life as plump caterpillars before turning into gossamer-winged acrobats of the air. Butterflies are also symbols of adaptability and transformation. Soon, they may even play a part in changing the world, at least if Metalmark Innovation has its way. The startup based in Cambridge, Massachusetts, has developed a filter technology for purifying the air that takes its cue from the structure of butterfly wings.

"The wings of some butterflies get their iridescence not from pigments but from their nano-structurization, which is porous yet rigid," explains Sissi Liu, CEO of Metalmark. "This design provides strength and flexibility; it's sophisticated yet simple." From the architecture of the butterfly wing, she adds, Metalmark has derived a catalytic technology that purifies the air more effectively and cheaply than existing techniques.

Liu is a Harvard graduate who has been developing green technologies for almost 20 years. Metalmark, which takes its name from a type of butterfly chiefly found in South America, is developing its visionary butterfly wing technology with the help of URBAN-X, a MINI-owned startup accelerator. URBAN-X has been helping young companies to develop sustainable technologies since 2016 and currently has 57 startups in its portfolio. Very often, the technologies it helps to advance have nothing to do with the car industry. URBAN-X primarily supports solutions for cities, where the majority of people live. "Cities have arguably more challenges than ever. We need some of the brightest minds and the most creative problem solvers to make them more liveable, equitable and efficient," says Micah Kotch, Managing Director of URBAN-X. As a native New Yorker, this is an issue he has virtually been destined to address since birth, and the same holds true for MINI. "The original MINI started out as a response to a problem – the gasoline crisis," says Kotch. "The same spirit of innovative and creative problem-solving still prevails in the company today."

Air pollution is a big problem, and a car manufacturer like MINI that's committed to sustainability naturally wants to act responsibly. After all, exhaust fumes and particulates increase the risk of stroke, heart disease and cancer.

Even worse, it seems, is what we breathe inside buildings and vehicles. "Indoor air can be up to five times worse than outdoor air," says Liu. That's because carpets, furniture and

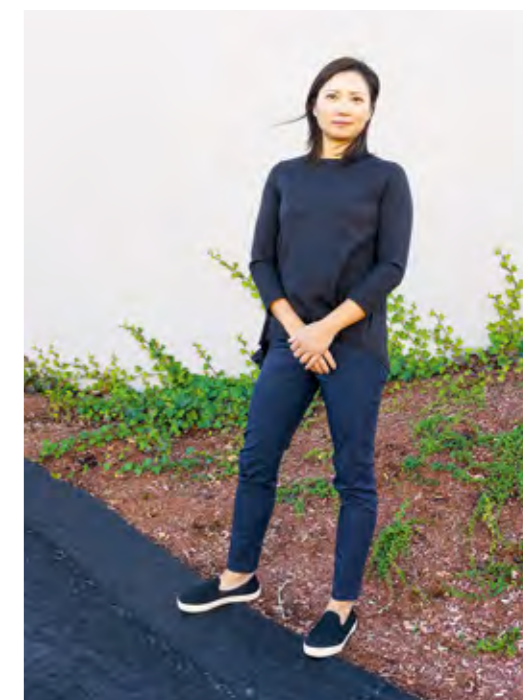
cleaning products often emit harmful chemicals, such as formaldehyde and benzene, which remain in the air.

Catalytic converters like those used in car exhaust systems could be a solution since they cause chemical reactions that partially rid the harmful gases of their toxins. But as they often contain precious metals such as platinum, they are also expensive. On top of that, effective pollutant combustion often only takes place at temperatures of over 250 degrees Celsius.

Inspired by the wings of butterflies, Metalmark has developed filter systems with a nanostructure that emulates a honeycomb, thus providing a greater surface for pollutants to collect. "It's a super-efficient use of material," says Liu, explaining that fewer precious metals are required for cleaning the air and that it can be done at lower temperatures.

For now, Metalmark is concentrating on cleaning indoor air. But what's particularly exciting is that the new catalytic technology, designed to target particles smaller than 0.3 micrometres (300 times thinner than paper), could potentially be used to eliminate germs, such as the novel coronavirus.

Metalmark has now developed a prototype and is currently in talks with indoor climate control companies and car manufacturers about testing its filters in heating and cooling systems. URBAN-X is supporting the young startup with design and tech expertise. One day, Metalmark hopes to be able to integrate its air cleaning technology into surfaces and coatings, such as car paint. Cars equipped with the Metalmark technology would then actively clean the surrounding air, almost in the way plants do. For Liu, this would be the next logical step because, as she says: "There's so much we can emulate in nature."



Inspired by butterflies: Sissi Liu, CEO of the U.S. startup Metalmark.



There's always room for one more. Even in the smallest of small cars? Part of the charm of the MINI brand is its ability to spark big emotions in a very tiny space. In 1966, 15 women successfully squeezed into an Austin Mini (photo). All together, wow!

**COME**

Photo: action press

**TOGETHER.**

# M



**THE SADDLE  
DANCER.**

# B

# X

Most people use bikes to ride around on. Frenchman Matthias Dandois uses them to perform tricks that no one has thought of before. We tour Paris in a MINI Countryman with the multiple BMX world champion.

Text ANANT AGARWALA  
Photos PIERRE BLONDEL





Instagram isn't reality, of course. But I'm lucky to be able to make money doing what I love and work with my friends at the same time. I'm a very positive person and I try to share that with others. But in the end, of course, it's also my business.

**You have around 250,000 followers on Instagram and collaborate with brands, such as MINI, Red Bull and Vans. Are you really more of an influencer than an athlete?**

No, my sport is my sport. I know influencers who spend all their time thinking about what to post next and how their fans will react. It's like a kind of schizophrenia in which your social media personality takes over your real life. I tend to ignore all of that and just get on my bike and do what I've always done.

**Does someone who holds eight world championship titles still have to train?**

I'm not very fond of that word, but I do spend between two and three hours a day on my bike, perfecting my tricks or thinking up new ones. With my headphones on, I'm in a world of my own. To me, it's like meditation.

The first BMX craze arrived in the 1980s, when the trend sport from California spilled over into the rest of world. The lightweight wheels and low seat left their mark on popular culture, but at some point, people's interest waned and mountain biking went mainstream. Still, a group of hard-core athletes continued to develop the BMX sport further. Dandois was given a BMX bike for Christmas when he was 12. He signed his first sponsorship agreement at 17 and won his first world championship title at 19.

Flatland, Dandois's freestyle discipline, is a little bit like figure skating on a BMX: the athletes perform routines to pumping bass rhythms with a jury looking on and evaluating every move. If the world weren't in the grip

# P

erhaps the best way to recognise an eight-times world champion is by the lack of trophies in their living room. If you were the best at 19, still are at 31 and have won as many trophies as Matthias Dandois has, you have no need to show off. The visitor's eye fastens instead on a half-finished puzzle lying on the dining table – 1000 pieces of sentimental kitsch making up the words *Je m'emmerdais* (I was bored) framed by yellow, red and pink blossoms.

Dandois receives us in his flat in Montmartre, just a short bike ride from the Moulin Rouge, the legendary cabaret in the north of Paris. He offers a fist bump as a greeting, a familiar gesture from the world of hip rappers, but this fist bump is more about hygiene – avoiding too much physical contact. The reporter can't help noticing the young man's hands, which are tattooed with the words *bon jour* (hello). Dandois is slim with a wiry frame, just what you would expect from a BMX world champion. His arms are covered in tattoos, and he's wearing cool, casual clothes and a backwards baseball cap on top of his dark curls. He doesn't seem to take his appearance too seriously, but plays with it instead, collapsing the coolness. Just today, he posted a video of himself on Instagram, riding his BMX through urban canyons and bouncing backwards off walls. Tomorrow, there'll be a photo of him hugging his dog or landing face first on the asphalt. He seems like a man with nothing to prove.

**Matthias, Judging by your social media channels, your days appear to be filled with nothing but fun. What are they really like?**



**Fine handiwork:** BMX world champion Matthias Dandois loves tattoos (top left). With his bike and MINI Countryman (facing page), Dandois is always on the lookout for new places to ride (above).





“To me, prevailing in urban spaces is the essence of the BMX sport.”



Top athlete, cool attitude: Dandois has won eight world championship titles, but he's still raring to go. That's what sponsors like about him.

of a pandemic right now, Dandois would probably be on a plane, as the BMX scene is connected worldwide. But COVID-19 has forced him to stay in place, close to where he grew up: Paris, that overcrowded, open-air museum with the Seine running through it. This is where Dandois and his friends pedal from monument to monument, spinning on their back wheels in front of the Eiffel Tower, riding across the glass roof of the Grand Palais, performing tricks on the Place de la République under the watchful eye of the Marianne statue.

**Does it feel strange to be staying in one place for so long?**

For the first time in 15 years, I have something resembling a routine. I take the dog out, go to yoga, ride my bike. But I miss travelling. When a sponsor sends us athletes somewhere for a film project, we all live together in one big house for a week or two. It's like camp, BMX camp. The stunts we perform for the camera are always more or less the same, but the aesthetic changes with the architectural backdrop. Bogotá is different from New York or Cape Town. To me, prevailing in urban spaces that were not made for bikes is the essence of the BMX sport. And that's what I'm doing here in Paris and just outside the city of course, too, together with three or four of my mates.

**Is there anywhere particular you like to go?**

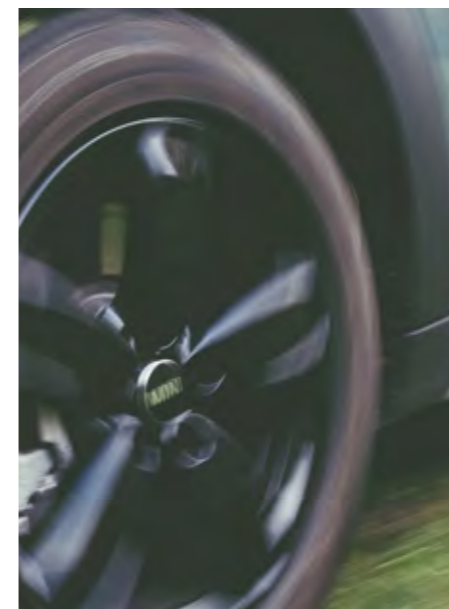
I like to take my MINI Countryman out to Sarcelles, which is in the suburbs. It's got tower blocks and people selling drugs, and you're likely to be accosted and given a hard time – but not if you're on a BMX. You transform a place when you use it to perform tricks. Suddenly, people stop to talk. BMX is a universal language. It helps to connect people who otherwise inhabit very different worlds. I have won eight world championship titles, and whether or not I win a ninth or tenth won't change my life very much. But what I can do is inspire other people, get them interested in my sport. Who knows, maybe someone watching me do my tricks will one day be a world champion, too.

**When you travel outside the city, you always take your MINI Countryman. Does a bike pro like you actually enjoy driving a car?**

I very much enjoy travelling in a car, but I prefer to be behind the wheel rather than in the passenger seat. There's no better way to get to know people than on a road



Experiencing freedom, his way: Dandois dances on his bike against a Brutalist backdrop (above). Stylish and black: the rims on the MINI Countryman (far left) match the Frenchman's bike perfectly. Very British: The rear lights of the Countryman evoke the Union Jack.



# “There’s no better way to get to know people than on a road trip.”

trip. In fact, some of my best memories are associated with cars, like the 10-day trip with friends that took us from Paris to Barcelona, then Portugal, and back again as far as Cologne. I’ll never forget it. What links car travel and BMX is the camaraderie within the group.

## What made you decide to buy a MINI Countryman?

The MINI is an urban car; you see a lot of them in Paris. And if you have to transport a bike as often as I do, it’s also the perfect size. I once even got four of us into it and four BMX bikes in the boot – no problem. We’re always on the lookout for good places to take photos or film each other doing tricks, and as many of these places are outside the city, we take the car. The MINI has the agility of a go-kart, which is just what you need in this city’s traffic.

**You’re now 31. How long do you intend to keep looking for new spots, doing tricks, winning trophies? Is it possible for an extreme athlete to age with dignity?**

I’m never going to stop riding my BMX. And the only way I want to end my professional career is by competing in the Summer Olympics in 2024, right here in Paris, in front of my family and my friends. To give it everything I’ve got, my absolutely best performance, and then say: *ciao*, that was it, *bon dimanche!* To leave the stage after my greatest triumph – that’s what I’m working towards.

Dandois has already made a head start with his second career, establishing a production company and involving his friends. He arranges photo shoots, makes podcasts and videos, and cultivates the camaraderie. He’s also a big fan of analogue photography and has published a small book of photographs. The fact that his girlfriend is a fashion model is also helpful. The puzzle on the living room table can’t be telling the truth. Matthias Dandois? He’ll never get bored.



The first MINI Countryman came out in 2010. City dwellers like Dandois have been using the SUV for trips to the countryside ever since.

# MINI COUNTRYMAN



## PICNIC BENCH

... this is an optional extra and ideal for picnics in the countryside. The bench pulls up easily from under the boot floor, fits over the ledge and seats two.



## INCHES

...is the size of the light alloy Turnstile Spoke 2-tone wheels on the MINI Countryman. The high-gloss finish makes the car look stylish and robust.



## KILOMETRES

... this is the distance the MINI Countryman Cooper S ALL4 AT travels on a full tank of 51 litres of fuel. A tank holding 10 litres more is also optional.

## BESTSELLER

The MINI Countryman is a highly successful model: In 2019, 98,845 units of this largest MINI model were sold. That’s nearly one third of the 348,000 MINIs sold worldwide that year.

## FOUR BY FOUR

The Countryman is the first MINI with ALL4 all-wheel drive, so neither wet asphalt nor similar challenging driving are ever a problem. The system dynamically delivers power to both front and rear axles to ensure that the driving torque is always distributed ideally, regardless of road surface.

## LOTS OF SPACE

The rear seat of the MINI Countryman folds down in a 40:20:40 configuration. This expands the boot capacity to 1390 litres, which means bulky luggage of various sizes is sure to fit.



## MATTHIAS DANDOIS

has been riding BMX bikes since the age of 12. He finds the fine, upholstered leather seats in the cockpit of the MINI Countryman more comfortable.

## ELECTRIFYING

The Countryman Cooper SE is MINI’s first Plug-in Hybrid. The charging inlet is located behind a panel on the driver’s side of the car. The battery can be charged from any mains outlet with the appropriate cable.

## AIR TIME

Can a MINI turn a somersault? Free-riding ski world champion Guerlain Chicherit drove a Countryman up a snow ramp, did a backwards somersault and landed safely on all four wheels. It was the first stunt of this kind with a car.

## ADAPTED FOR THE DESERT

MINI is a five times winner of the Dakar Rally. The MINI Countryman also always takes part as a service car for off-road specialist X-raid, which modifies mass-production vehicles on request.

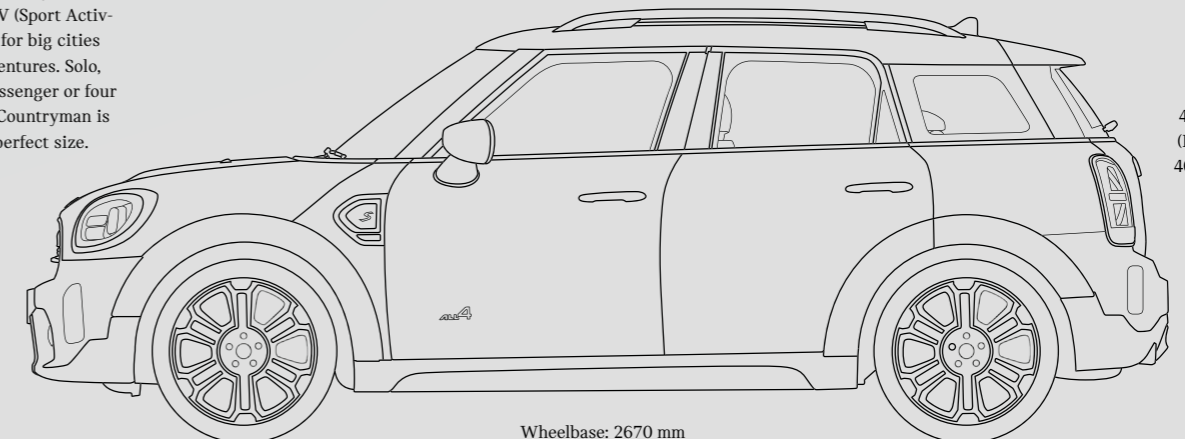
## SMALL ON THE OUTSIDE, BIG ON THE INSIDE

The MINI Countryman is a compact SAV (Sport Activity Vehicle) for big cities and big adventures. Solo, with one passenger or four – the MINI Countryman is always the perfect size.

Width:  
1822 mm

Length:  
4297 mm

Height: 1557 mm  
(Plug-in Hybrid: 1559 mm)



Wheelbase: 2670 mm

Boot space:  
450-1390 litres  
(Plug-in Hybrid:  
405-1275 litres)

MINI Countryman – fuel consumption in l/100 km: 4.7/8.2; CO<sub>2</sub> emissions in g/km: 124/188 All values based on the combined WLTP test cycle  
MINI Cooper SE Countryman ALL4 automatic – energy consumption in kWh/100 km: 19.9/22.1, fuel consumption in l/100 km: 1.7/1.9; CO<sub>2</sub> emissions in g/km: 39/44

The MINI Cabrio is one of the world's bestselling convertibles – and has been for years. But what's this handsome little racer's secret? Fans from the Instagram community explain why they adore their open-top MINI.

# HATS OFF!



When life gives you lemons ... drive a convertible! The new open-top MINI in the refreshing shade of Zesty Yellow.



@EVI\_TAMAS25

— "I live in Budapest and love driving my MINI Cabrio around the city. It can take me anywhere I need to go, and I never have trouble finding a parking space. Feeling the wind in my hair as I explore the world is the ultimate freedom for me."



@SOLARISPOCKETROCKET

— "I'm one of those people who always has the top down, no matter how cold it is – just as long as it's not raining. On my birthday in 2016, I drove in a charity race in aid of cancer research with balloons tied to my car. It's one of my most cherished memories."



@AUREJA\_AURELIE

— "My dream car has always been a MINI. I own six different MINI models today, but the convertible is my favourite. I live in Lithuania, where we have a lot of rain, so you won't see many people in a convertible. That doesn't bother me, though. Want to know what I love best? Driving with my dog beside me and the top down!"



@MINI.CHILIRED

“Shady trees, warm rays of sunshine: it's the feeling of being close to nature that makes driving a convertible a sensual experience. I went 200 kilometres the very first time I drove in an open-top MINI. It's a trip I'll never forget.”



@DAMCDP

“I drove 1200 kilometres from the south of France to Belgium for my classic MINI Cabrio. On the way back, I encountered some engine trouble and even had to push-start my little car, but I didn't mind because: 'once you go cab you never go back.'”

### OPEN FOR (ALMOST) ANYTHING

Much to the delight of the brand's fans, the first official MINI Cabrio was launched in 1993, although tinkerers had played with the idea before that. In 2021, the cult car will be coming on the scene in a sportier, sleeker look. One unbeatable feature won't have changed, though: the sliding roof function, in which the front part of the soft top recedes up to 40 centimetres.



@HNNS.VNCNT

“My favourite trip is to a garden centre on the outskirts of Berlin. We usually end up filling the car with flowering plants, but the MINI Cabrio is so spacious, we can always fit everything in. Returning to city, it feels like we're driving a flowerbed through the streets. I love it!”



@MINICHRONICLES

“It all began with a holiday in Hawaii, when I rented a car that turned out to be a MINI Cabrio. I couldn't imagine driving anything else after that. There's just something so sensual about them. Driving a Cabrio, you feel you are right in the middle of things, part of your surroundings, not separate from them. That's what I love about it.”



@WILSON\_RIBEIRO\_WR

“I have two young nieces, and I recently visited them in my MINI Cabrio. They persuaded me to take them on a picnic. Sitting in the back seat, they kept trying to touch the sky. How precious is that! This car is my place in the sun.”



@MASHA\_LAZINA

“We were travelling in Austria, decided to hire a car and opted for a MINI Cabrio. My husband was sceptical at first because he's over six foot tall, but we fell in love with it. The best thing about our red racer: sunshine and fresh air at the press of a button!”



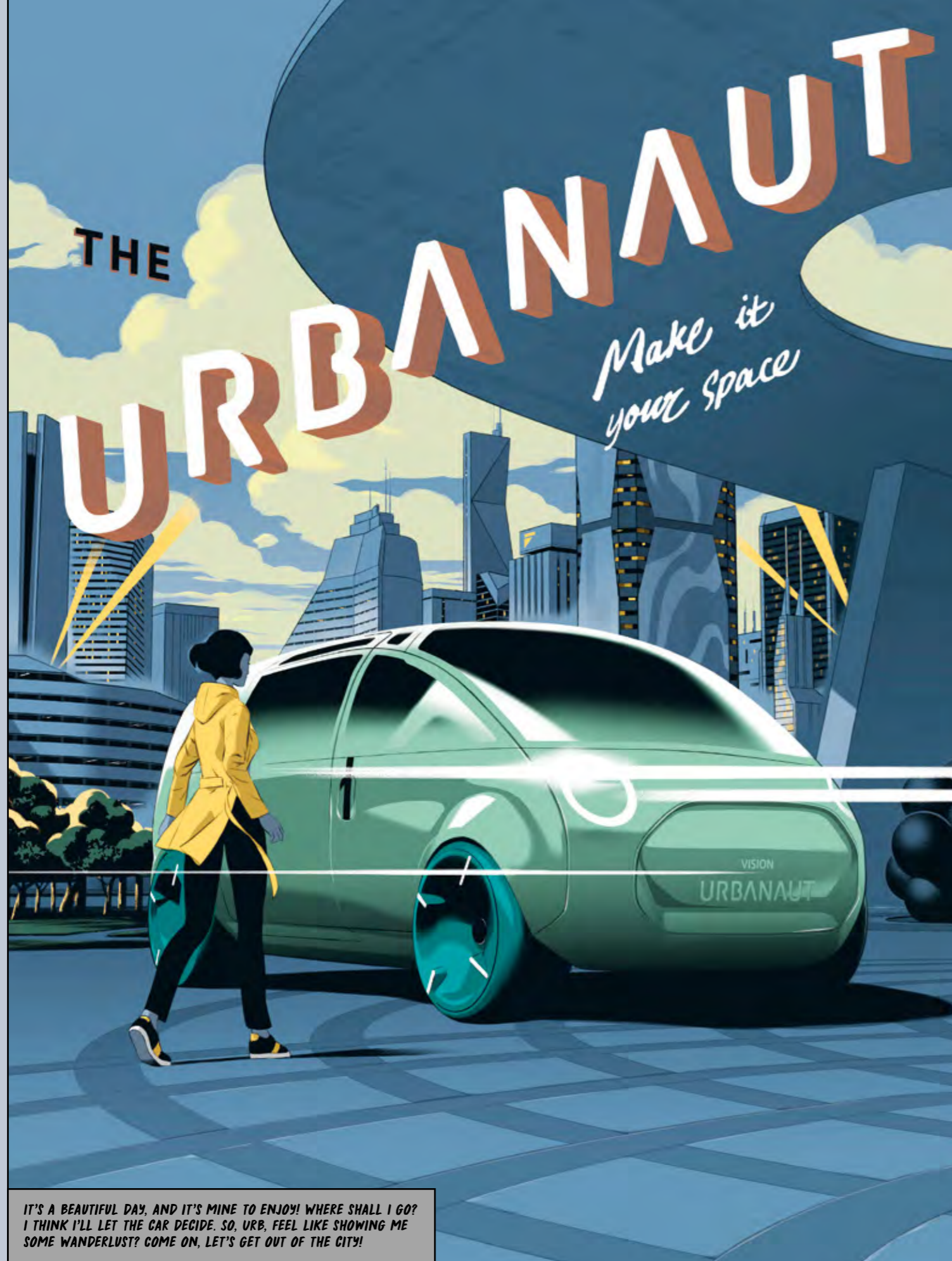
@FUCHS.AUFREISEN

“Out of the garage, top down, foot on the accelerator. The feeling of driving a MINI makes every day a perfect day. I'll never forget exploring Madeira in a convertible on my 30th birthday: manoeuvring it along narrow lanes and steep winding roads. Driving through the clouds and emerging into sunshine - unforgettable!”



@AXIDEE

“The fact that I drive a MINI Cabrio says everything about me. It reflects my open heart and open mind. I think convertibles were built to remind us to look up at the blue sky and admire this shining world no matter how much stress we're under.”



IT'S A BEAUTIFUL DAY, AND IT'S MINE TO ENJOY! WHERE SHALL I GO?  
I THINK I'LL LET THE CAR DECIDE. SO, URB, FEEL LIKE SHOWING ME  
SOME WANDERLUST? COME ON, LET'S GET OUT OF THE CITY!

The future is just around the corner:  
There's a new star on the urban horizon  
– the MINI Vision Urbanaut. Come for a  
ride into the future of the MINI world.

Illustrations  
SENOR SALME

Text  
FABIAN HOBERG

It's a genuine MINI, but it's more than just a car. The MINI Vision Urbanaut design study envisages a car, living room and world of experience combined. The Urbanaut encapsulates the way we might be living and travelling in the future.

The core concept is the MINI Vision Urbanaut's revolutionary interior – surprising, inspiring and extremely versatile. Getting from A to B in a four-wheeled vehicle is no longer the aim anymore because this car is an adventure space in its own right. Or rather three “MINI Moments” called Wanderlust, Chill and Vibe – in a vehicle only 4.46 metres long.

Wanderlust redefines the way you plan your trip. It combines a relaxed journey with the thrill of exploring places you've never been to before. The MINI Vision Urbanaut is powered by electricity. It invites you to let

yourself drift, to discover new things along routes you thought you were familiar with. The Urbanaut's smart interface recommends podcasts or playlists to accompany each route and also offers suggestions for planning your personal trip.

Chill is the second of the Urbanaut's three adventure spaces. It turns the vehicle into a retreat, a place to relax as soon as you stop the car. The fabric-covered instrument panel slides down and out of sight and is replaced by a comfortable surface on which to recline. Then, when you open the sliding door and the giant windscreen, the boundaries between the car and its surroundings, the interior and exterior world, begin to fade.

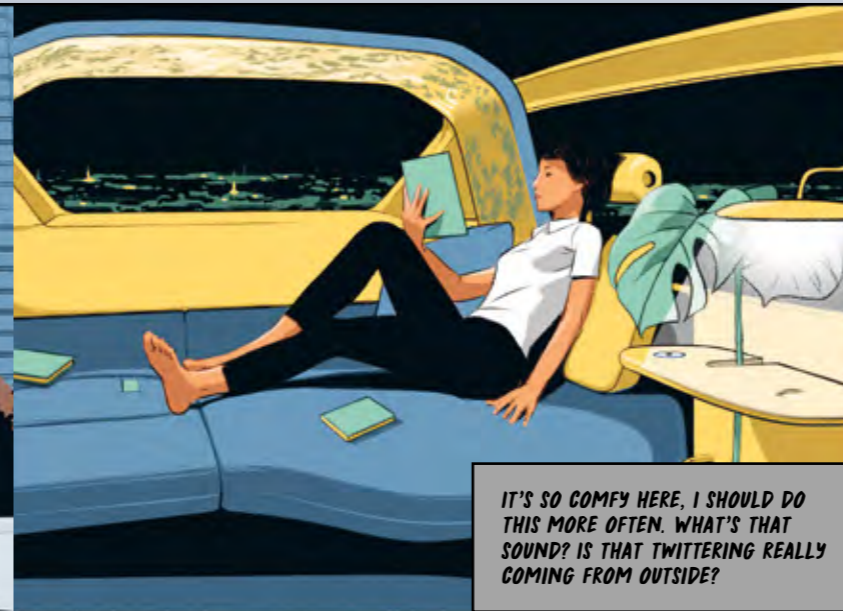
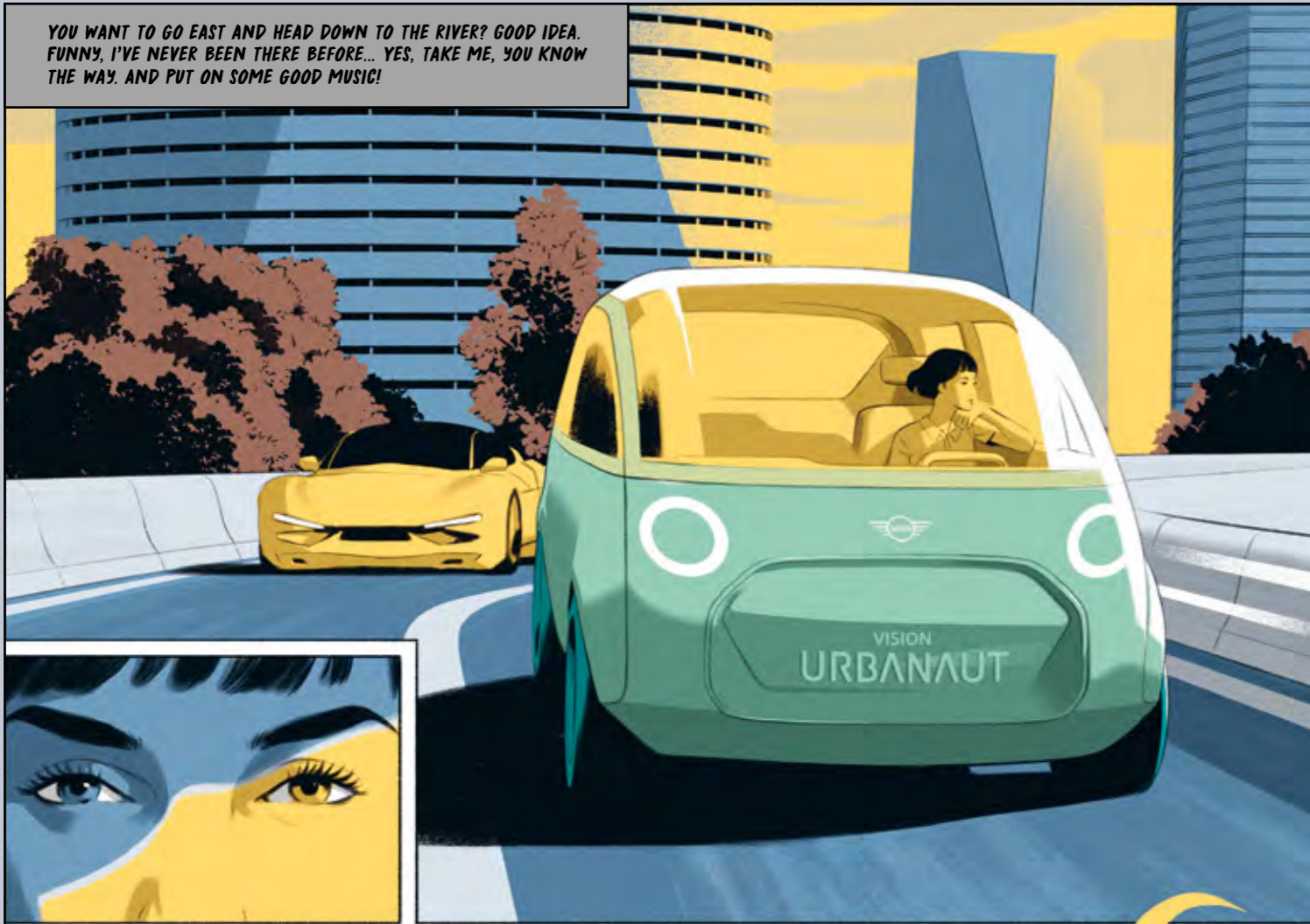
With the seats folded down, the back of the car transforms into a second quiet zone, the Cosy Corner. High-quality upholstery

and other materials create a relaxing, living-room feel, while in the lounge area, the light animations behind the fabric lining simulate green treetops. Not a single display screen, switch or knob remains to remind you that this comfy cocoon can also be a car.

Finally, there's Vibe, which turns the MINI Vision Urbanaut into a social hot spot for meeting and hanging out with friends. The MINI Token – the Urbanaut's multi-functional control element – connects you with friends via social media channels and sends them your location. Once everyone has gathered, it operates the media centre and digital jukebox. Bright animations light up the scene to the rhythm of the music.

Isn't this a tempting scenario? Turn the page to accompany a young Urbanaut driver as she navigates the world of the future with MINI. Let the journey begin!

YOU WANT TO GO EAST AND HEAD DOWN TO THE RIVER? GOOD IDEA. FUNNY, I'VE NEVER BEEN THERE BEFORE... YES, TAKE ME, YOU KNOW THE WAY. AND PUT ON SOME GOOD MUSIC!



IT'S SO COMFY HERE, I SHOULD DO THIS MORE OFTEN. WHAT'S THAT SOUND? IS THAT TWITTERING REALLY COMING FROM OUTSIDE?



WOW, THIS IS LOVELY, I WISH MY FRIENDS WERE HERE... URB, COULD YOU SEND THEM OUR LOCATION? THE CODE WORD'S VIBE.



... OKAY, SWITCH TO CHILL. THIS IS A GREAT SPOT! TIME TO GIVE THE STEERING WHEEL A BREAK... WHAT A PERFECT PLACE TO RELAX!



WHERE'S THAT TOKEN? OH, OKAY. LET'S SEE WHAT YOU CAN DO.



EVERYONE'S HERE NOW, EVEN ALEX! I DIDN'T KNOW HE WAS SUCH A GOOD DJ. IT REALLY IS A PERFECT NIGHT, I DON'T WANT TO GO HOME. BUT THE WAY THINGS ARE GOING, WE'LL PROBABLY STILL BE HERE WHEN IT STARTS TO GET LIGHT...



The fun factor always comes first with MINI. Start the engine, open the roof, press the accelerator and freedom, here we come! There it is, that typical go-kart feeling. To make the most of the experience, take a passenger or three. Before you know it, the party will be rolling.

# CELEBRATE

Photo: The Lazy Artist/Pexels

# TOGETHER.

Inside the rebel stronghold: Trend scout Raphael Gielgen looks out on paddocks and woodland from his light-flooded study (above). On the Vitra campus in Weil am Rhein, the MINI Clubman is parked in front of a building designed by Swiss architects Herzog & de Meuron (right).



# OPENER.



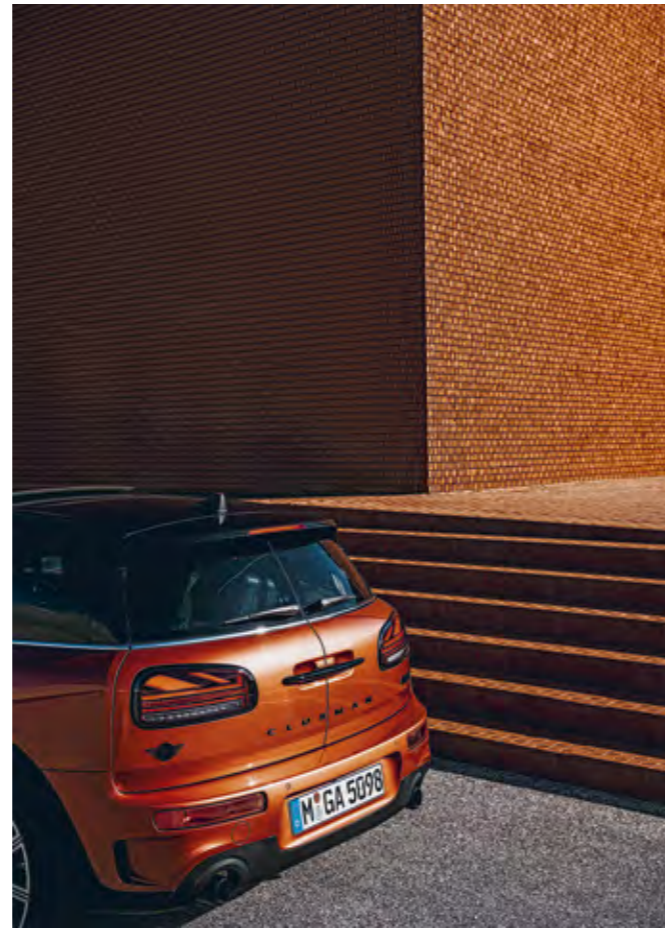
# THE

# DOOR

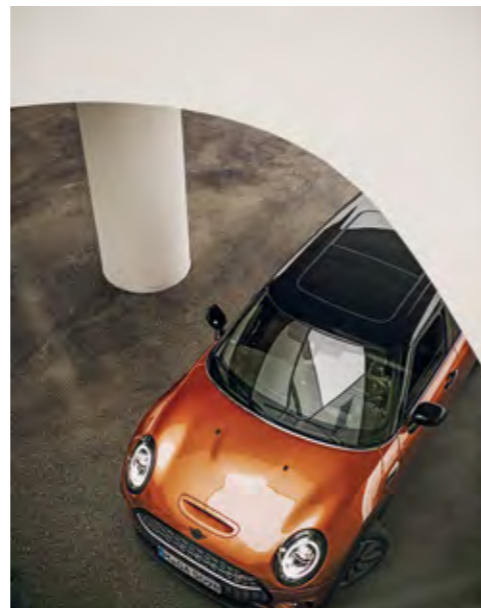




Shelves filled with classics: Vitra manufactures timeless furniture designed by legendary creatives such as Charles and Ray Eames, Verner Panton and Jean Prouvé (left). Colour blocking: The MINI Clubman blends in perfectly with the red-brick facade of the Vitra Schaudapot building on the company campus.



Inside an atrium at Vitra, Gielgen talks with interior designer Pirjo Kiefer (above). Impressive array: Gielgen prepares for a video presentation (above right). The Clubman from above, roundly framed by the production hall architecture of Frank O. Gehry (below right).



## Raphael Gielgen explores the future of the world of work for furniture manufacturer Vitra. On the road in a MINI Clubman with a man who has made curiosity his profession.

Text ADRIAN PICKSHAUS

Photos MALTE JÄGER

**R**aphael Gielgen, 51, has made yet another discovery. “Wow, it’s even got Tempomat cruise control!” he exclaims, driving along the A5 freeway at the wheel of the MINI Clubman. Not a button or switch in the cockpit is safe from his inquisitive fingers. He presses, clicks, and pairs his cell phone to the car’s Bluetooth system. Then he puts his foot down. Gielgen isn’t in a hurry, he just wants to be up front. That’s his job: As a trend scout, he looks into the future of work for furniture manufacturer Vitra.

The COVID-19 crisis has paralysed many companies, sending entire departments of big corporations into practical hibernation. Gielgen’s own activities were initially hampered, too. Prior to the pandemic, he would spend almost 200 days a year on the move, travelling to hundred of businesses across the world, visiting company headquarters from Houston to Herzogenaurach. He would also take study trips with like-minded people; the most recent was to Shenzhen, China, the workbench of the red economic miracle. Then everything stopped.

But the quiet phase is now over. “The trends I study have become markedly more important,” says Gielgen. Many companies now want to know what lies ahead with regard to remote working and agile work methods, digitalization and working from home. Offices will become defunct, replaced by remote management. There are very few

German medium-sized businesses today that are not – of necessity – considering these possibilities. “As a result, I am very much in the spotlight,” says Gielgen. “But my role has changed. I used to be mostly a hunter gatherer, but now I’ve become more of a transmitter.”

Gielgen’s days consist of interviews and conference calls. His mobile phone rings constantly. He records podcasts and videos and prepares presentations, speaks with architects, business consultants and company bosses. He shares knowledge in order to open doors for Vitra so that at the end of the process, businesses will buy his employer’s products, furniture designed by big names, such as Charles and Ray Eames, Verner Panton and Jean Prouvé.

Gielgen plays the combined roles of teacher, ambassador and vendor. It’s no surprise, then, that this man has not just one place of work, but three: “The first is at home on my pony farm.” Gielgen grins. “The second is on the Vitra campus in Weil am Rhein. And the third is on the road.” Gielgen lives to a work model that’s coming to us all. According to that model, work isn’t just done where the office is located, but wherever we can make the best job of it.

### PLANET PONY FARM

Roughly 90 minutes north of Munich, just short of Regensburg. The MINI Clubman climbs a winding road flanked on both sides by the autumn glory of the Bavarian Forest. The sporty speedster then takes a right turning in front of a chapel before coming to a halt on Gielgen’s farm. Three hectares of land, paddocks, an indoor arena and a large pond. “When I’m here, I often feel as though I’m looking down on Earth from the International Space Station,” says our host with a laugh. He’s talking about the farm’s remoteness because it’s nowhere near as quiet as it is in space. Gielgen and his wife share their smallholding with eight cats, six dogs, two Haflinger horses and two ponies. Also at home here on the farm are Gielgen’s parents-in-law and a residential group of young people with special needs. Gielgen, dressed in white sneakers and a blue hoodie, shows us his study, a large, bright room off the combined kitchen and living room. The windows of the study overlook a paddock and the woods. It has a fireplace, natural-stone tiles on the floor and an impressive wall-filling bookshelf – and, of course, some design classics: the Panton Chair in brilliant yellow, the Eames wooden elephant, and a big Fantoni desk. The walls are hung with conference posters from all



What's coming our way? Gielgen in the misty woodlands of his chosen home in southern Germany. What he loves about the MINI brand is its top design, quality and sustainability.

books and podcasts. He is usually on the road by four in the morning. At that time, he can call Vitra colleagues in Asia, whose day is already well advanced – conversations with the future, so to speak. This is how Gielgen describes his work: “I’m like the parachutist of a special unit. I fly in, jump into new territory, get myself lifted out and report.” Of course he reads up on things beforehand, he says. And of course he also makes lots of appointments with interesting people before heading out, say, to Silicon Valley. “But I turn up without rigid expectations or any other kind of bias. I want to be completely open-minded.” If he weren’t, he wouldn’t be a trend scout, just an expert.

Gielgen is self-taught; he never went to university, but he does know every facet of the furniture industry. He started out as a joiner’s apprentice, then trained as a retail salesman. After working in consulting, management and communication for Vitra rival Bene und Steelcase, he ultimately persuaded the old-established Swiss company to create the exceptional position for him that he now holds. Gielgen has been travelling into the future for Vitra for seven years.

#### THE VITRA CAMPUS

Gielgen turns the Clubman in at the factory gate. The Vitra site in Weil am Rhein is a place of pilgrimage for design and architecture fans from all over the world. Vitra mastermind Rolf Fehlbaum, who has since handed over the reins of the company to his niece, Nora, came up with a brilliant idea in the early 1980s: Why shouldn’t utility buildings be built by star architects? And that’s how Zaha Hadid came to create a distinctively linear fire station and Frank O. Gehry a plain factory and the zany Vitra Museum. SANAA built a warehouse that looks like a gigantic panna cotta while Herzog & de Meuron contributed a flame-red brick building, which holds key representatives of the history of design.

“The campus has an incredible aura. It grabs me, no matter what time of day I come,” says Gielgen. “You develop broad shoulders when you work here.” Today, trend scout Gielgen has a meeting lined up with Pirjo Kiefer, 51. As Head of Interior Design Services at Vitro, she advises companies on office projects.

“Building on Raphael’s input, we can design future-oriented office worlds with our customers. He prepares the way by sensitising decision makers to the connection between global trends, corporate strategy and space.”

Kiefer, bright eyes beneath brown bangs, sees two mega-themes emerging from the pandemic: “On the one hand, we will be doing more things at home. That’s why we talk about the ‘active home’. On the other hand, the office will not die, although its role will change, making it a place that stands for identification and emotion. That’s why we call it the ‘club office’”. Company headquarters in clubhouse guise? Gielgen nods.

over the world, as well as a postcard with a quote from Picasso on it: “I do not seek, I find.”

“This is where I do my thinking,” says Gielgen. “When I get home from my travels, it’s the room where I can focus best and consolidate my impressions.”

For Vitra, he puts together so-called “work panoramas” – a new one every 18 months. In them, Gielgen names the global metatrends he believes are set to shape the future world of work. For his customers, it’s like a compass that points the way forward. “What I have here grounds me,” says Gielgen, looking out of the window to the green expanse beyond. “If I miss anything, then it’s discussing things in person with my colleagues.”

#### ON THE ROAD

The Vitra campus is 500 kilometres from the pony farm. In his native Rhine accent, Gielgen speaks the address into the satnav. He hails from a village near Aachen but moved to the Upper Palatinate region as a favour to his wife. He commutes by car to his employer’s offices on the Swiss border. “I love driving. Behind the wheel, I feel like a cowboy on his horse.” Even trend scouts love the Wild West.

Gielgen uses his car as a place to learn. Before every journey, he downloads audio-

“I jump into new territory, get myself lifted out and report.”

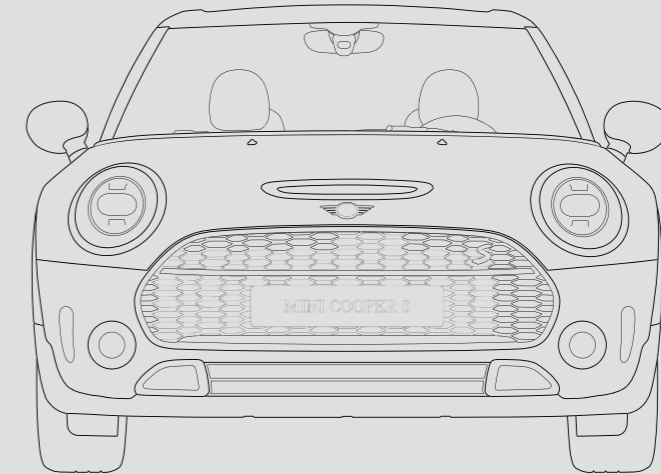
RAPHAEL GIELGEN, TREND SCOUT WITH VITRA

# MINI CLUBMAN



RAPHAEL GIELGEN

likes to get behind the wheel of his tractor at home on the farm, but prefers his MINI in city traffic.



#### THE FRONT

The 2019 model update included a much bigger radiator grille, giving that face of the Clubman a new look.



#### SPEEDS

...is what the optional automatic sports transmission has. A 7-speed, dual-clutch transmission is available on request.



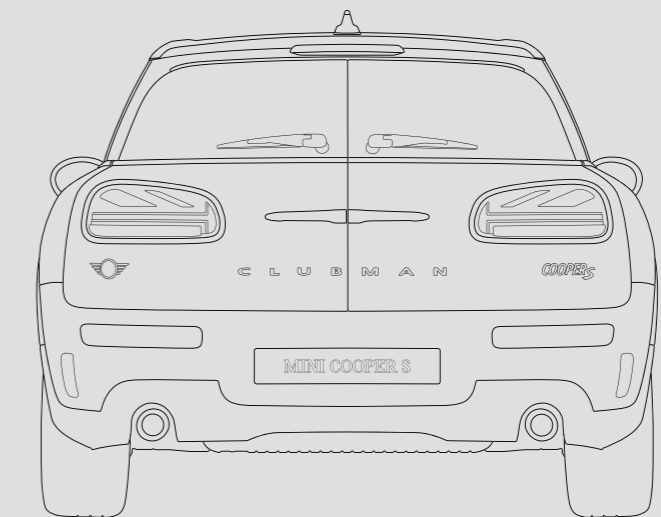
#### MILLIMETRES

... that’s how far the sporty chassis can optionally be lowered. Adaptive dampers can also be ordered as an optional extra.



#### LITRES

...that’s the boot capacity of the MINI Clubman when the back seat is folded down.



#### THE TAIL END

The MINI Clubman owes its distinctive tail-end view to split rear doors that swing elegantly out to either side.

Length: 4266 mm

Height: 1441 mm

Width: 1800 mm

#### BIG IDEA

The concept of the Clubman is almost as old as the MINI itself. Sporting all-round glazing and featuring split rear doors, the estate version of the MINI came out way back in 1960, just a year after the launch of the original classic MINI. The Traveller with its exposed wooden frame was followed in 1969 by the first Clubman, which was only 3.39 metres long.

#### DOORS WITH A DIFFERENCE

The first Clubman of the new MINI generation rolled out into the street in 2007. It wasn’t a classic 5-door model, but thanks to its coach door, a rear-hinged half-door on the passenger side, back-seat passengers could step comfortably into the car. The MINI Clubman’s 2015 successor model came with a distinctive tail-end view courtesy of its newly acquired split rear doors.

#### IDEAL WEIGHT

Big cars don’t have to be heavy, as the MINI Clubman amply proves. It has a kerb weight – depending on the model and its equipment – of between 1320 and 1530 kilograms (DIN standard) – making it practically a flyweight in its class.

#### SHINING EXAMPLE

LED headlights and LED fog lights are standard in the MINI. For even greater safety, there’s also the option of adaptive LED headlights. With this feature, the rear-view mirror’s built-in camera detects oncoming vehicles and those moving in front of the car, and automatically switches one or more of the full-beam elements on and off again, as required.

#### STYLISH SCRAMBLER

MINI has always been keen on experimentation. For the 2016 Turin Motor Show, the designers took their inspiration from the motorcycle division of MINI’s parent company, BMW. A homage to the rustic R nineT Scrambler, the show car was a Clubman-style MINI in matte grey, with lugged tyres, extra headlights on the bumper, a rooftop luggage rack and brown leather seats.



Text  
AICHA REH

Photos  
OSKAR OMNE

**B**efore, whenever I took a sip of coffee, I could always taste the dark side of the coffee business," says Sebastian Balck, pulling a face. As his story bubbles out of him, the boiling water in the kettle behind him bubbles, too. Hand-brewed filter coffee is very much the trend among hipsters, and it's one Sebastian, 32, and his girlfriend Louise Andersson, 29, are happy about. Espresso isn't proper coffee, not the good stuff, anyway. "It's too bitter," Sebastian explains. "If you really want to taste the bean, you brew."

And you can take his word for it because there isn't much the two founders of the Swedish coffee brand Balck Coffee don't know about the tasty bean. "Most beans come from Brazil, but more coffee is drunk in Europe than anywhere else." Also: "The beans, the water, the coffee pot: there are so many things you can get wrong when making coffee," says Sebastian, laughing, as he pours the deliciously aromatic brew into a Thermos flask. He and his girlfriend are about to drive to Stockholm in their MINI Cooper SE Countryman to deliver coffee beans. They have a five-hour trip ahead of them because Balck is based in Kalmar, in southern Sweden. Their car is a hybrid model. When travelling from A to B, the two coffee pioneers want to make as little impact on the environment as possible.

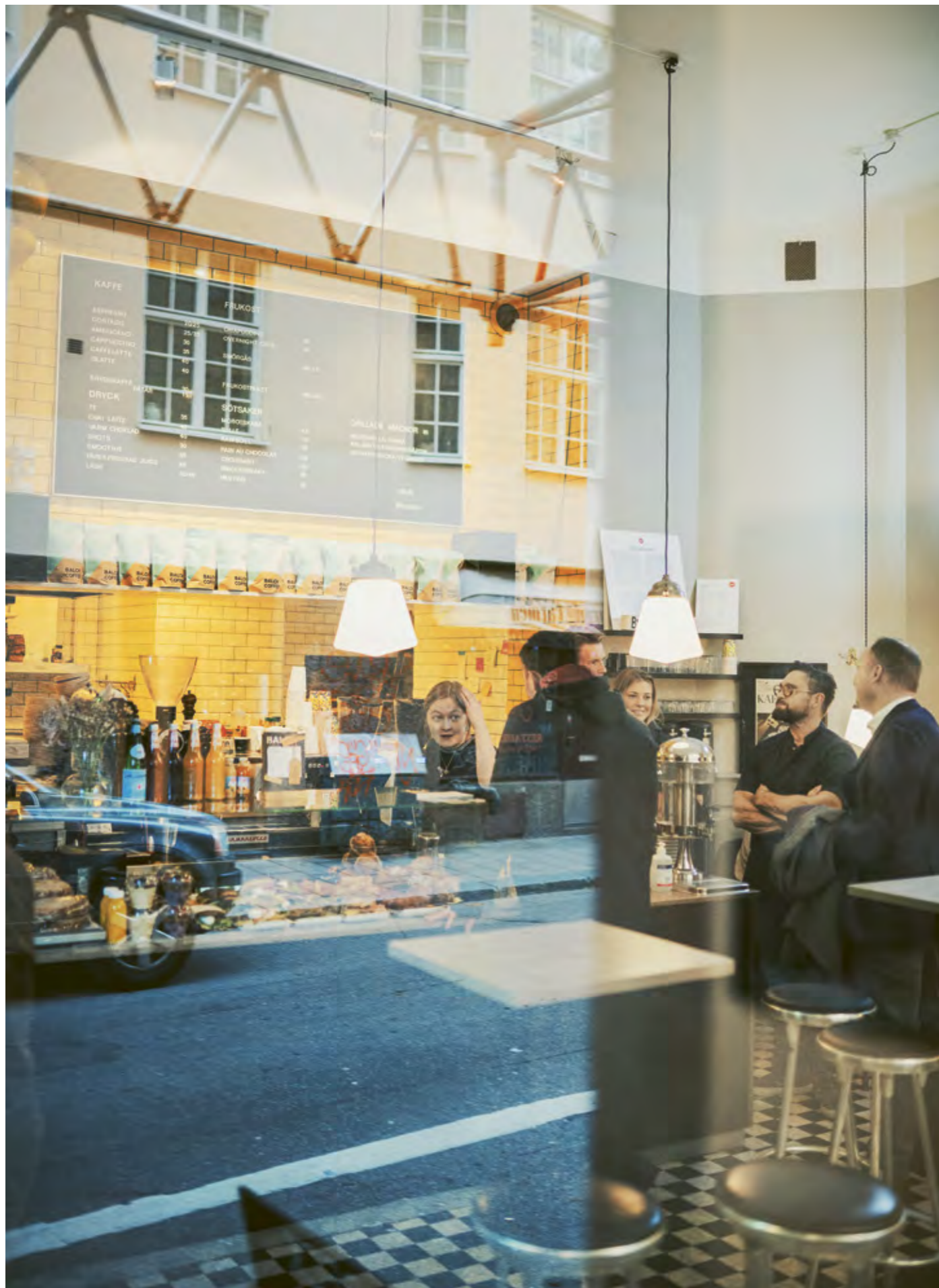
Working in the coffee business isn't for everyone, says Sebastian, because few products are tainted with so much human suffering. He and Louise aim to change that, and have made the coffee business their life's project. They are a couple as well as business partners, and together they want to make the world a better place, no less.

Change of location: It's 8 a.m. in Stockholm's trendy Södermalm district. Sebastian steers the MINI into a small parking space without much manoeuvring back and forth. Customers are already queuing up outside Beck Kaffebar as the duo heave two big sacks out of the spacious boot of the hybrid car and carry them inside. Big hellos all around. With their coffee business, Louise and Sebastian aim to move away from high profit margins and help end exploitation. The tall, blond Swede and the charismatic woman at his side are absolutely serious about it, too. "It's got to be possible, surely, to enjoy a cup of coffee without feeling guilty," they say almost in unison. This notion has been the driving force

# A QUIET REVO- LUTION.

Is it possible to enjoy coffee without feelings of guilt? If it's fairly traded, yes. We visit two Swedes who want to make the world a better place.





On their frequent drives around the south of Sweden, the MINI acts as a creative energiser for Louise and Sebastian. The Beck Kaffeebar (facing page) is their favourite café in Stockholm.

behind them for the past six years. “Sometimes we almost ran out of patience,” says Louise. “But we kept going anyway.”

They started by flying out to South America, Asia and Africa – 20 trips in all – in an effort to establish a viable network of reliable coffee growers and suppliers. Today, they are the proud owners of their own coffee roastery, and Balck provides jobs for nine people in Kalmar. The coffee is 100 percent fairly traded and is sold in hip cafés, selected restaurants and wholefood shops all over Sweden.

Coming into personal contact with the customers, delivering to top quality cafés, these are aspects of the business both Sebastian and Louise find deeply satisfying. In the car, they often listen to gospel songs. “It’s the pickers singing,” Sebastian explains. “We recorded them on our phones.” Most of the recordings are of Ethiopian coffee growers. “We regularly listen to the singing and it really motivates us,” adds Louise.

For Louise and Sebastian, it’s important to know the coffee growers personally and to pay them a fair price. They have visited dozens of farms, held countless conversations and gained people’s trust in a tough line of business. “We want to have a genuine relationship with the farmers, to understand and respect the way they live and work.” And that is precisely why they also print the farmers’ faces on the packaging. Balck Coffee buys its beans from Rwanda and Ethiopia, Costa Rica and Brazil. The pair have also helped out on the plantations at harvest time. “That’s how we learned about the natural process – and gained a better understanding of what people were capable of.”

Next morning, back in rural Kalmar. Inside, the roastery is alive with the hissing, humming, juddering and whirring sounds of beans being roasted. The smell of coffee fills the room. At second sniff, we detect hints of almond, earthiness, cocoa and also some sharp, fruity aromas – a rollercoaster ride for the nose. The annual world coffee crop totals some 167 millions sacks of beans. Europeans consume the most coffee, 32.7 per cent of the crop, followed by Asia and Oceania at 22.2 per cent, and North America at 18.8 per cent. A great deal of money can be made with coffee – it’s not called “black gold” for nothing! Sebastian and Louise say their business doesn’t make them rich, simply because they pay their farmers fairly.

There were difficult periods in which they really struggled, and were forced to ask the bank for yet another loan. What helps them get through meagre times today? “Our belief in quality,” says Louise. Many big coffee traders lack the patience to wait until a bean in really

At last, people have started to care about where their coffee comes from, say Sebastian and Louise.

ripe. As a result, most coffee beans are picked when they're still green. No such beans make it as far as Balck's grinder. Customers are appreciating quality more and more, as indicated by the company's rising sales figures.

At last, the two Balck Coffee founders tell us, people have started to care about where their coffee comes from, how it's grown, traded, roasted, ground and prepared. This means that the same thing is now happening with the traditional global beverage as we've seen before with sea salt, olive oil, chocolate and wine: it's being upgraded – from a mass commodity to a high-ticket niche product. Cafés in Stockholm, Berlin and London now call themselves “brew bars”, and the people they serve talk about coffee the way wine lovers talk about wine.

Sebastian and Louise love their MINI. But what could the car industry learn from them? “To survive on the market,” says Anders Brocknäs, President of MINI Northern Europe, “you have to produce quality and be transparent. You have to see the world as it is – and that also means protecting it.” The values Sebastian and Louise embody with Balck are the same as those embodied by MINI. “We want to have a relationship with the people who make, sell and buy our cars,” says Brocknäs. “As a large and successful company, it is our duty to meet that challenge.” He was very impressed by the two young people and their unquestioning dedication, which is why he approached them: he couldn't imagine a better match. The collaboration flourished, and customers at MINI's Scandinavian branches now have the pleasure of enjoying Balck's fair-trade coffee – which in turn can lead easily into conversations about the importance of sustainable action.

Louise and Sebastian left Stockholm a long time ago. The city grew too loud and hectic, and they were afraid they might lose their focus. The pair prefer the south of Sweden with its dense forests, small towns, and lakes dotted all around. It's the perfect place for taking long walks or a refreshing swim in the summer – a real-life Bullerby idyll with little red wooden houses like in Astrid Lindgren's children's stories. Perhaps it really is easier to stick to your principles here.

The power couple deliberately eschews variety in order to offer it to others. Louise takes the dogs out and Sebastian waters the potted plants in the roastery. The MINI Cooper SE Countryman, which he had plugged in just outside the door, has meanwhile recharged. When the two climb in and start the car, all you hear is a soft hum before Louise and Sebastian zoom silently away. Sometimes revolutions take place with hardly a sound. ●



Fresh roast: the Balck Coffee founders deliver supplies (above). They run their own roastery in Kalmar, southern Sweden.

# GREEN WAVE.

The top priority for the BMW Group, to which MINI belongs, is reducing its carbon footprint. A cross-section of the main measures being taken:

## EMISSIONS

1 – By 2030, the entire BMW Group aims to reduce its CO<sub>2</sub> emissions by at least a third. For 2.5 million vehicles, the number produced in 2019, that would amount to a reduction in carbon emissions of over 40 million tons.

2 – By 2030, the target is to reduce the carbon footprint by 80 per cent in vehicle production, 20 per cent in the supply chain and 40 per cent in vehicle use.

## FLEET

3 – As early as 2023, the BMW Group plans to be making 25 models with electric propulsion, around half of them as hybrids, the other half fully electric. The target is seven million electrically powered cars by 2030, two thirds of them fully electric models.

4 – MINI and BMW are both steadily broadening their repertoire of electric vehicles in an effort to live up to their pioneering role on the sustainability front. At the Dingolfing factory in Lower Bavaria alone, workers will be turning out some 500 000 electric motors a year from 2022 onwards for such models as the MINI Cooper SE and the BMX iX. (Market launch: late 2021)

## PRODUCTION

5 – Since 2020, the global BMW Group has purchased only electricity from renewable sources. From 2021, production at all of its factories will be CO<sub>2</sub>-neutral. And the BMW Group's suppliers are doing their bit for climate protection, too. Suppliers of batteries for electric cars, for instance, have undertaken to use green energy in their production, thus bringing down carbon emissions by some ten million tons.

6 – At its production plants, the company is testing systems that run on hydrogen, biogas, biomass and geothermal heat in the hope of reducing its electricity consumption. The heat generated in the course of producing a car is also to be put to use. Smart systems for controlling the machinery will reduce power consumption even further.

## RECYCLING

7 – When a car has reached the end of its lifecycle, it's still a valuable resource. That's why the BMW Group has nearly 3000 return points around the world where old vehicles are stored so that their components can be prepared for recycling, and scrap metal disposal as well as that of waste materials can be documented in a transparent fashion. All BMWs and MINIs

are built in such a way that 95 per cent of their parts can ultimately be recycled.

8 – The Group even exceeds the EU's ambitious environmental targets. For example, BMW engineers collaborated with the German recycling specialist Duesenfeld to develop a method to recycle 96 per cent of the high-voltage batteries used in electric cars.

## RESOURCES

9 – The BMW Group stands for responsible entrepreneurship. This means that suppliers not only have to comply with strict directives concerning the sourcing, recycling and disposal of raw materials, but must also guarantee fair working conditions, for instance in certified mines in Australia and Morocco that extract the cobalt and lithium required for batteries.

10 – To limit the amount of resources they consume, MINI and BMW already use a large number of secondary materials in the production of their vehicles. As a result, certain components consist of up to 25 per cent recycled steel, as much as 50 per cent recycled aluminium and up to 20 per cent recycled plastics.



Electrifying: plug-in hybrids like the MINI Cooper SE Countryman, which travels up to 50 kilometres (Values based on the WLTP test cycle) emission-free in electric mode, are important elements in the BMW Group's sustainability strategy.

A true marvel of engineering: The engine of the MINI Clubman JCW is the mightiest ever to power a MINI. Our author took a look under the bonnet.

**S**uddenly we feel the thrust. At 1600 rpm, we hear a brief hissing – then the turbo forces air into the combustion chambers, the two-litre/four-cylinder engine unleashes its 306 hp/225 kW performance, and with a powerful surge, the MINI Clubman John Cooper Works ALL4 accelerates onto the track. The car is here at the BMW race track in Aschheim near Munich for a test; I am here to experience the most powerful engine in the history of the MINI in action – and also to discover for myself how well the powerhouse suits this variant of the Clubman and the MINI Countryman JCW.

“We were looking not only to improve on the previous model’s output, but also to get the maximum out of this engine,” says Thomas Kazenwadel, the project manager in charge of MINI John Cooper Works drive systems. Clearly, they succeeded, because 450 Nm at speeds of over 1750 rpm now make for smooth acceleration in all gears plus the 306 hp/225 kW for the necessary extra push at high revolutions per minute. This allows the Clubman JCW to climb to the 100-kilometres-an-hour mark in 4.9 seconds, and the electronic speed limitation only kicks in at 250 km/h.

To be able to coax so much power from a mere two-litre engine, Kazenwadel’s team had to optimise the engine’s pistons, connecting rods and bearings. A further-developed, twin-powered exhaust gas turbocharger with an absolute manifold pressure of between 2.3 and 2.5 boosts the engine, and the engineers also dethrottled the air intake to the combustion chamber to give the four-cylinder engine as much air as possible for maximum performance. “We didn’t just want to increase the performance, we wanted to improve the driver’s experience when cornering. Agility is a well-known characteristic of every MINI, but a JCW has to go one better,” says the 56-year-old engineer with the calm, relaxed manner. He should know; he and his team spent four years working on this engine, so it’s very close to his heart.

# FRONTRUNNER.

Out of this world: The powerful two-litre engine in the MINI Clubman JCW ALL4 mobilises an amazing 306 hp/225 kW. Our 3D artist has fittingly visualised it as an untrammelled power pack.

Illustrations  
JOSEPH TÖREKI

Text  
FABIAN HOBERG

Performance is one side of the coin, efficiency the other. Despite its immense power and top speed of 250 kilometres per hour, the MINI Clubman JCW's turbocharged petrol engine consumes just between 7.4 and 7.9 litres per 100 kilometres (based on the combined WLTP test cycle).



“The best thing of all is trying out a new engine in a car for the first time.” Thomas Kazenwadel, project manager

The developers adapted the chassis to match the extra power. The action of engine, chassis, damper and spring mountings is significantly tighter, and the chassis has been lowered ten millimetres and reinforced. JCW drivers can feel the difference in their very first corner. “You get an even more agile and direct response than in a Cooper S, for instance,” says Kazenwadel. “The handling on country roads can be addictive!” In my head, I’m already cruising around Tuscany.

It’s the engine’s tremendous power that makes it so special. The automatic eight-speed Steptronic sports transmission reinforces and channels that power, as do the drive shafts, and there’s enormous traction in each of its speeds. What’s more, this is the first MINI to feature a mechanical Torsen locking differential. It improves the car’s hold on the road when taking a fast corner and, in combination with the engine, transmission and chassis, makes for an even more dynamic driving experience.

The MINI Clubman JCW responds instantly to commands from accelerator and steering wheel and distributes its power through the ALL4 all-wheel drive system. A high-performance brake system guarantees vigorous deceleration. Its hallmark: brake callipers painted hot Chili Red. The sound made by the JCW’s distinctive exhaust flap system is also immediately recognisable. “It’s typically JCW – robust and authentic, but not over the top or obtrusive,” Kazenwadel stresses.

The fastest model of them all naturally also has the look to match the Clubman’s sporty personality: a red roof with a distinctive JCW spoiler, red wing-mirror caps, a radiator grille in racing design and extra air inlets. “The design of the other engine variants is pretty cool – but we made the JCW even sharper,” says interior designer Thomas Wu. What that means in terms of the interior is, for instance: distinctive two-colour sports seats with integrated headrests, a JCW badge in the sporty leather steering wheel, contrasting red stitching and a dark roof liner.

The red racing stripes are a homage to earlier JCW models, Union Jacks emphasise the car’s origins, and both are inspired by the MINI’s racing history. “As dynamic and compact as the JCW is, it still offers more comfort and luxury that you might imagine. The MINI is simply small on the outside, big on the inside, and that goes for quality and choice of materials, too,” says 35-year-old Wu with a proud grin. A John Cooper Works is not supposed to be purely a racing car, but a very dynamic car that’s also a fun everyday drive off the racing circuit.

Rolling off the track, I can only agree, although my sympathies primarily lie with the car’s sportiness. Thomas Kazenwadel gets that – he has a clear memory of his first time in the Clubman JCW. “For a developer, one of the best moments is trying out a new engine in a car for the first time. That JCW immediately put a smile on my face.” Why? “Because we had made it even more enjoyable to drive than its predecessor.” Right now, I would like nothing more than to climb behind the wheel of this little powerhouse and roar south. ●

# JOHN COOPER WORKS



2.5

#### BAR

... this is the maximum pressure the twin-powered exhaust gas turbocharger uses to elicit 306 hp / 225 kW from the MINI Clubman John Cooper Works ALL4 engine.



33.9

#### METRES

... and not a centimetre more is the distance it takes the sport brake system to bring a 1550-kilo MINI Clubman JCW ALL4 travelling at 100km/h to a standstill.



250

#### KILOMETRES AN HOUR

... this is the top speed the MINI Clubman JCW ALL4 can reach before the electronic limitation system kicks in. But for that kind of speed, you really do need an open road ahead.

#### THE LEGEND'S FATHER

John Cooper, 23, founded his racing car company in 1946, and a good decade and a half later breathed a sporty new personality into the MINI. The MINI Cooper's many rally triumphs have immortalised its inventor among MINI enthusiasts.

#### FINELY TUNED

The new MINI was launched in 2001. One year later, John Cooper's son Michael founded John Cooper Works (JCW). In 2003, a MINI Cooper S with a JCW tuning kit arrived on the scene.

#### STRONG TEAM

The John Cooper Works models became available ex-factory in 2007. In addition to the Clubman JCW ALL4, these include the Countryman JCW ALL4, the MINI 3-door Hatch JCW and the JCW Cabrio, each boasting an output of 231 hp / 170 kW.



#### JOHN COOPER (1923-2000)

The brilliant inventor's guiding principle: "Sometimes it's not enough to be better than the rest: you have to be different, to be better".

#### BIG PERFORMER

The Clubman JCW ALL4 and the Countryman JCW ALL4 have been available with a 306 hp / 225 kW, four-cylinder turbo engine since the summer of 2019. The previous maximum engine output was 231 hp / 170 kW.

#### RECORD HOLDER

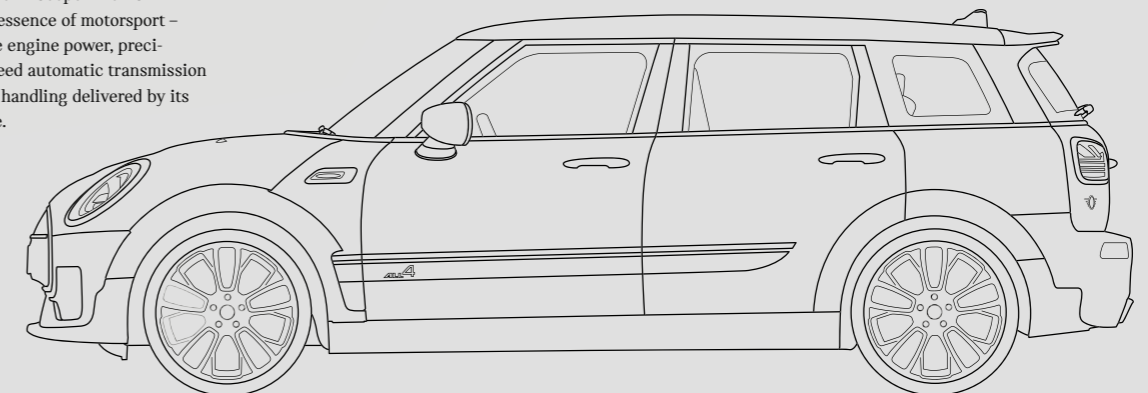
The MINI Clubman JCW reaches the 100 km/h mark in 4.9 seconds, making it the fastest sprinter to come off the MINI production line.

#### COLOUR CODE

The brake callipers and front grille in Chili Red, the optionally red wing-mirror caps and roof, and the also optional JCW Sport Stripes on bonnet and doors send an unmistakable message to anyone wanting to compete with the JCW models, namely: don't bother, you haven't got a chance!

#### ROAD RACER

The MINI Clubman John Cooper Works ALL4 represents the very essence of motorsport – courtesy of its ample engine power, precision-tuned, eight-speed automatic transmission and the ultraprecise handling delivered by its ALL4 all-wheel drive.



Wheelbase: 2670 mm

Length:  
4266 mm  
Width:  
1441 mm  
Height:  
1800 mm

## MINI CABRIO.

### THE FREE SPIRIT

Feel life directly, in all its intensity, with the wind blowing through your hair. This is the perfect car for a spontaneous escape from everyday routine.



18 SECONDS

...is the amount of time it takes for the roof of the MINI Cabrio to open or close.

## MINI 3-DOOR HATCH.

### THE INDIVIDUALIST

The world is too diverse and full of vibrant colour *not* to do your own thing. The legendary Hatch brings a full measure of pleasure to urban life.



3863 MILLIMETRES

...fits into pretty much any parking space.

## MINI 5-DOOR HATCH.

### THE INDIVIDUALIST

Maximum potential in the tiniest space. The original MINI that comes with extra doors and extra comfort for an inimitable driving experience.



10 COLOURS

... ranging from Chili Red to British Racing Green add a personal touch to your MINI 5-door Hatch.

## MINI CLUBMAN.

### THE GENTLEMAN

A paradigm of class and cultivation, the Clubman's elegant design and characteristic split rear doors make a very cool statement.



6 DOORS

...are infinitely practical for fitting everyone and their luggage into the MINI Clubman.

## MINI COUNTRYMAN.

### THE ADVENTURER

A robust all-rounder with a spacious boot, the Countryman is the SUV of the MINI family and always ready for an off-road adventure.



5 FRIENDS

...can all travel together in comfort.

MINI - A WAY  
OF LIFE.



# GOOD



MINI INSIDER

# TOGETHER



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# THEIR



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