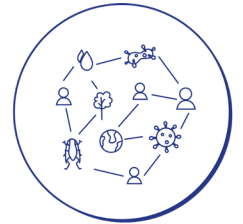
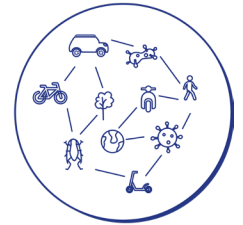
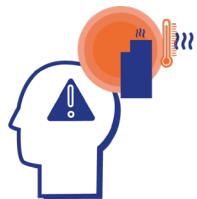


A transition of MINI towards an eco-system mindset and active contribution to the fight against urban heat waves is recommended to transform the mindset of users and citizens. The democratization of mobility through collaboration with city governments, citizens, and relevant stakeholders to determine the optimal vehicle solutions is recommended, because there is no one-size-fits-all solution.



CITY STRATEGY



AWARENESS



LOWER HEAT

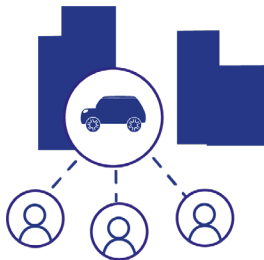


HEALTHY CITY

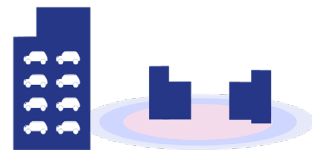


Aligning the MINI Strategy to the City Strategy towards a healthy city.

SYNCHRONISING STRATEGIES

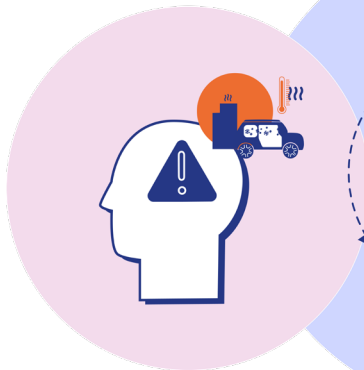


SHARING MADE EASY

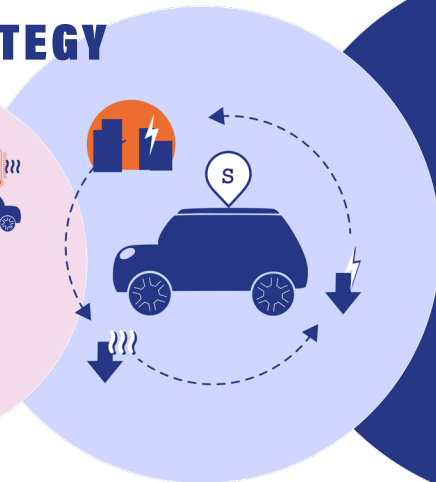


PARKING ALTERNATIVES OUTSIDE THE CENTRE

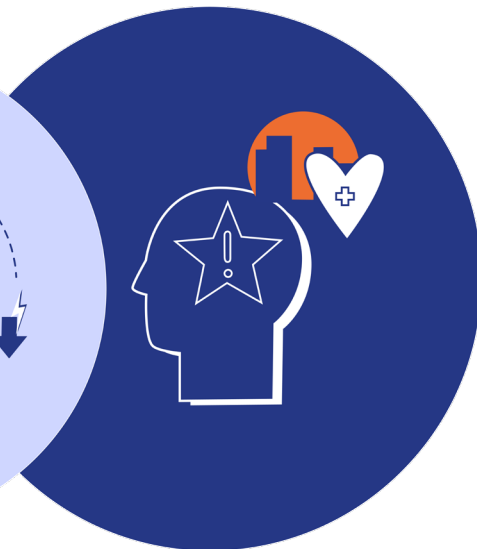
INTEGRATED STRATEGY



**RAISE
AWARENESS**



**HEAT
NEUTRALITY**

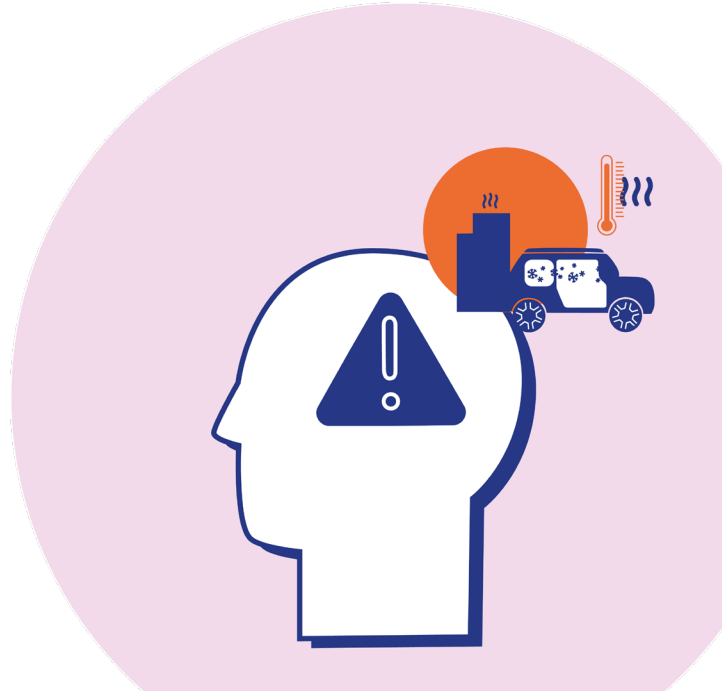


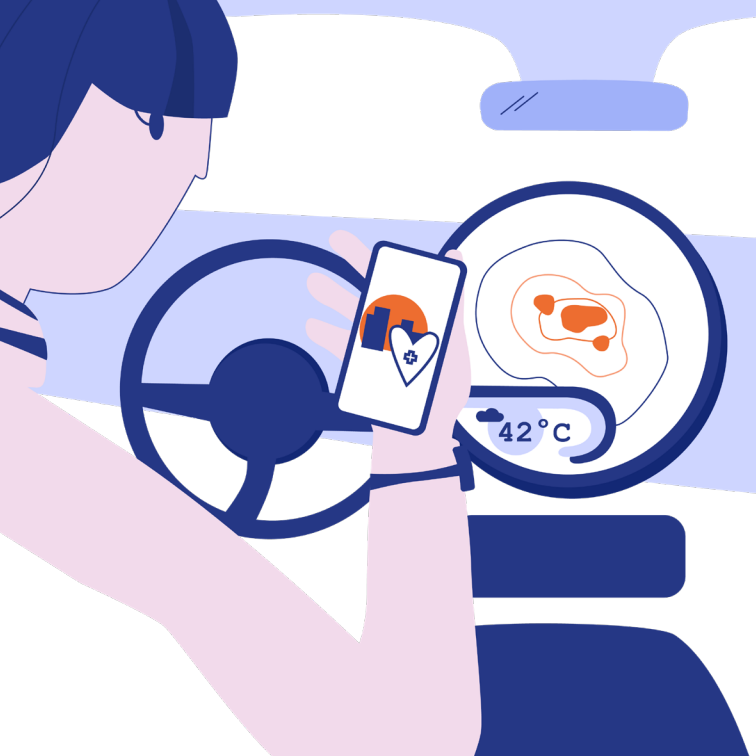
**MINDSET TOWARDS A
HEALTHY CITY**



RAISE AWARENESS

In the first horizon it is important to create awareness of the impact of cars as part of the heat island effect in the city. Therefore, educating passengers about the additional heat they are creating and informing about opportunities and alternatives is essential. Furthermore, it is an opportunity to make climate change personal, urgent and local and make people care.







It is 42°C outside.
Your Infotainment system
heats up the temperature
of your car and the sur-
rounding additionally.

Click no, if you do not
want to switch it off now.

No



PRODUCTS TOWARDS HEAT NEUTRALITY


In Horizon two it is proposed that MINI adapts the vehicle development to the changing climate and increasing heat. The Vehicles allowed in the city on high risk days are designed in a way, that technology no longer adds to the heat island effect and become heat neutral or even heat negative vehicles. All vehicle components are designed to lower heat creation and the cabin greenhouse effect.



Configurator

Body Colors

-
-
-
-
-



Sorry, we no longer sell BLACK cars.

Our MINIs have Butterfly inspired, heat repellant colours only.



MINDSET TOWARDS A HEALTHY CITY

The most transformative step revolutionizes consumer thinking and encourages a mindset shift towards a concept where individuals gain mobility access in exchange for contributing to society. With an app, contributions to the city ecosystem and social impact can be monitored. This transformative approach seeks to not only address urban heat but also make a substantial contribution to the broader city ecosystem.





Different factors in the car lead to a rise in cabin temperature: Sunlight reflection, color, size, glass surfaces, surface structure and materials, thermal mass, battery cooling, air conditioning, heating, infotainment, assistant driving, lighting. External sources such as charging stations should be considered as well.

DESIGN PRINCIPLES

TEN PRINCIPLES OF HEAT RESILIENT CAR DESIGN

1

COLOR

2

REFLECTION

3

AIR FLOW

4

THERMAL MASS

5

NO HEAT CREATION

6

COOLING WITHOUT HEAT CREATION

7

LEAST GLASS

8

SURFACES

9

SHADE

10

SUSTAINABILITY



