



# MINI CORPORATE COMMUNICATIONS

Media Information

15 January 2024

## MINI Drives Success in 2023 with Sales Growth and Accelerated Electric Vehicle Adoption.

In a year marked by dynamic shifts in the automotive industry, MINI showcased growth and an unprecedented surge in the adoption of Battery Electric Vehicles. With a commitment to innovation and sustainability, MINI's 2023 sales performance sets a new benchmark for the brand's contribution to a greener automotive future.



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**Munich.** Fully-electric vehicles now make up 15.3% of total MINI sales for the full year 2023. Sales of electrified vehicles (incl. plug-in hybrids) represent 20,8% of total MINI sales. In its last full year of availability, the current MINI generation experienced a surge in sales figures in 2023 totaling 295.474 vehicles, marking a 0,9% increase in comparison to the previous year. This growth demonstrates the unwavering appeal and resonance with consumers globally for the current MINI 3- and 5- Door, the MINI Convertible, the MINI Countryman and the MINI Clubman which were spiced up with special and limited editions for their end of lifecycle. The MINI John Cooper Works 1to6, limited to 999 units marked the last MINI John Cooper Works with a manual transmission. It debuted at the 24 hours of the Nürburgring, winning a podium. The MINI Clubman Final Edition with 1969 high-spec vehicles marks the end of an era for the Clubman.

Company  
Bayerische  
Motoren Werke  
Aktiengesellschaft

Postal address  
BMW AG  
80788 München

Phone  
+49-89-382-50181

Internet  
[www.bmwgroup.com](http://www.bmwgroup.com)



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A pivotal aspect of MINI's success story in 2023 was the remarkable increase in the adoption of Battery Electric Vehicles. 45,261 customers opted to go fully-electric choosing a MINI Cooper SE 3-door or the recently launched limited production run MINI Cooper SE Convertible, the first ever electric convertible. MINI witnessed a 3.5% rise in the sales of its fully electric models, reaffirming MINI's commitment to sustainable mobility solutions.

"2023 has been an exceptional year for MINI", says Stefanie Wurst, Head of MINI. "The accelerated adoption of our fully-electric vehicles underscores our collective dedication to shaping a successful future. With the imminent arrival our all-new MINI Family, we're excited to continue setting new standards in driving experience while advancing our commitment to CO2 reduction. The enthusiastic reactions following the world premiere of our new and fully electric MINI Family at IAA Mobility, the MINI Cooper and the MINI Countryman are very promising. "

The all-electric MINI Cooper SE and MINI Cooper E, the all-electric MINI Countryman SE ALL4 and the MINI Countryman E are completely new models and come equipped with cutting-edge technology, thrilling digital customer experience and significantly enhanced range.

The yet-to-be-unveiled new MINI Aceman, a fully-electric compact five-seater crossover, will be launched in two specifications as well.

MINI will launch internal combustion engine variants of its vehicles over the course of 2024 offering its customers the choice of different drivetrain technologies.



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refer to vehicles on the German automotive market. For ranges, the NEDC figures take into account differences in the selected wheel and tyre size, while the WLTP figures take into account the effects of any optional equipment.

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

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

In case of queries, please contact:

### **Corporate Communications**

Julian Kisch, Spokesperson Product Communications MINI

Phone: +49-89-382-38072

E-mail: [julian.kisch@mini.com](mailto:julian.kisch@mini.com)

Andreas Lampka, Head of Communications MINI

Phone: +49-89-382-23662

E-mail: [andreas.lampka@mini.com](mailto:andreas.lampka@mini.com)



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### **The BMW Group**

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2022, the BMW Group sold nearly 2.4 million passenger vehicles and more than 202,000 motorcycles worldwide. The profit before tax in the financial year 2022 was € 23.5 billion on revenues amounting to € 142.6 billion. As of 31 December 2022, the BMW Group had a workforce of 149,475 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

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