



# MINI CORPORATE COMMUNICATION

Media information

26 April 2021

## MINI Timeline 2001 – 2021.

2001	<p><b>26 April – Start of MINI production in Oxford.</b></p> <p><b>7 July – The new MINI is launched.</b> MINI One and MINI Cooper go on sale on 7 July 2001 and come with a wide range of options to give each vehicle a personal touch. Even the owners of a classic Mini were happy to take advantage of the opportunity to personalise their vehicles inside and out, and every fan of the brand has a clear idea of what constitutes the ideal equipment for him or her.</p> <p><b>24 October – The MINI Cooper S debuts at the Tokyo Motor Show 2001.</b> Following the successful market launch of the MINI One and the MINI Cooper, the MINI Cooper S is presented at the Tokyo Motor Show on 24 October 2001. The flagship of the model series will then make hearts beat faster the following summer.</p>
2002	<p><b>16 May – The MINI with diesel engine is announced.</b> Following the market launch of the MINI One and MINI Cooper in 2001 and the imminent appearance of the MINI Cooper S, it is confirmed at the BMW Group Annual General Meeting that there will be a MINI with a diesel engine in 2003.</p> <p><b>30 May – The 100,000<sup>th</sup> MINI rolls off the production line in Oxford.</b> The 100,000<sup>th</sup> MINI has rolled off the production line at the BMW Group Plant Oxford - just 13 months after the car's series launch. No. 100 000, a MINI Cooper S in the colour Electric Blue, is one of more than 4 000 examples of the top model already ordered by customers even before the 163 hp turbo engine variant goes on sale in Great Britain on 8 June 2002.</p>
2004	<p><b>23 April – MINI Cooper S Convertible presented.</b> MINI announces the prices and equipment details for the new MINI Cooper S Convertible, which rounds off the model range. Like the MINI One Convertible and the MINI Cooper Convertible, the MINI Cooper S Convertible will be built at the Plant Oxford in Great Britain.</p> <p><b>BMW Group announces £40 million investment at Plant Swindon.</b></p> <p><b>25 August – 500,000<sup>th</sup> MINI produced at Plant Oxford.</b> The 500,000<sup>th</sup> MINI rolls off the production line at the BMW Group plant in Oxford.</p>

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	<p>More than 375,000 of these vehicles have been exported, representing more than 75 per cent of total production since market launch.</p>
2005	<p><b>500 000 engines delivered by Plant Hams Hall.</b></p>
2006	<p><b>21 February – MINI Cooper S with John Cooper Works GP Kit unveiled at the Geneva Motor Show.</b>  The MINI Cooper S with John Cooper Works GP Kit is presented to the public for the first time at the Geneva Motor Show. The fastest and most powerful MINI to date reaches a speed of 100 km/h in less than 6.5 seconds and has a top speed of 235 km/h. It has an output of 218 hp, and a maximum torque of 245 Nm.</p> <p><b>14 August – Presentation of the third generation of the MINI.</b>  The overwhelming success of its predecessor, launched in 2001, paved the way for the new MINI to consolidate and expand its position in the premium segment it created. In five years, over 800 000 vehicles have been sold worldwide. The exterior design of the new MINI is faithful to its phenomenally successful predecessor, but every body part is different. The MINI design team preferred evolution to revolution, and the design of the MINI remains unmistakable.</p> <p><b>19 September – Major investment and start of engine supply from Hams Hall to Oxford, creating the MINI production triangle for the first time.</b>  + 450 new jobs are created by the BMW Group, an investment of 200 million pounds is made.  + suppliers, based in Great Britain, invest £40 million and create 750 new jobs.  + MINI production triangle established between three plants in Great Britain.  + Great Britain manufacturing share for the new MINI increases from 40 to 60 per cent.  + Production capacity increases from 200,000 to 240,000 vehicles per year in the medium term.</p> <p><b>16 November – Sales start of the new MINI.</b></p>
2007	<p><b>16 January – MINI One and MINI Cooper D join the MINI range.</b>  The new MINI model range is complete as the new MINI One and MINI Cooper D models are unveiled to the public at the Geneva International Motor Show on 8 March 2007. The entry-level MINI One is equipped with a 1.4-litre 95 hp petrol engine, while the MINI Cooper D offers both driving pleasure and efficiency with an all-new 1.6-litre 110 hp turbo diesel engine.</p>



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	<p><b>MINI plant in Oxford is a pioneer in innovative painting technology.</b> The Oxford plant is the first BMW Group production site to use IPP (Integrated Paint Process). This highly innovative system delivers energy savings and emissions reductions of well over ten per cent in the painting of body shells. IPP not only increases the efficiency of the entire painting process, but also supports the BMW Group's environmental goals by eliminating the need for a solvent-based primer.</p>
2008	<p><b>30 July – MINI Clubman is launched.</b> The new MINI Clubman will go on sale in Great Britain from November 2007. Based on a concept first shown at the Frankfurt Motor Show in 2005, the new model is a modern interpretation of historic models from the classic Mini model range, incorporating all the requirements and technologies of the 21st century. The MINI Clubman is available from market launch in three engine variants: as MINI Cooper D Clubman, MINI Cooper Clubman and MINI Cooper S Clubman. The new model offers flexible use of space, easier access thanks to innovative door concepts, more space for rear passengers and a high level of safety and customisation options, without sacrificing the MINI's renowned driving dynamics.</p> <p><b>1 December – Launch of the third generation of the MINI Convertible.</b> A completely new version of the open-top four-seater will be launched on 28 March 2009. At market launch, the MINI Cooper Convertible and MINI Cooper S Convertible models will be offered with innovative engine technology. Fans of the compact, high-quality new MINI Convertible are thus guaranteed performance, economy, minimal running costs and a unique image as standard.</p>
2009	<p><b>8 May – 50 years of MINI production at Plant Oxford.</b> 50 years ago today, the first Mini rolled off the production line in Cowley, now the Oxford plant. For the first time in half a century, this very car is returning to its birthplace to celebrate 50 years of production. The Morris Mini-Minor, painted in Old English White and bearing the registration number 621 AOK, is at the Oxford plant for a day to commemorate the brand's birthday in style.</p> <p><b>24 June – MINI E tests begin, supported by the British government.</b> All-electric MINI E cars will be on the road for a global field trial to evaluate the technical and social aspects of living with an all-electric vehicle in a real-world environment. This project will play an important role in future strategic and technological decisions.</p>

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	<p><b>The Olympic Torch passes through the MINI plant in Oxford, carried by employee Jodie Evans.</b></p>
2010	<p><b>20 January – The MINI Countryman is presented.</b> MINI expands the vehicle family with a fourth model, opening up a new dimension to the unmistakable MINI feeling. As a true crossover, the MINI Countryman bridges the gap between the classic concept of the MINI and a modern Sports Activity Vehicle. With its expanded possibilities in urban mobility and beyond, the MINI Countryman offers the typical MINI driving fun for new target groups who need an increase in space and flexibility. As the first model of the MINI model range with four doors and a wide-opening tailgate, the MINI Countryman offers even more freedom for versatile use, a slightly increased seating position and optimised driving comfort. The complete integration of passengers into the vehicle creates the MINI typical driving experience. The MINI Countryman retains the typical MINI go-kart feeling, whereby the optional all-wheel drive MINI ALL4 offers an additional highlight.</p> <p><b>19 December – MINI Paceman Concept unveiled.</b></p>
2011	<p><b>24 February – MINI Rocketman Concept unveiled at Milan Fashion Week 2011.</b> The study, which will also be shown at the Geneva International Motor Show at the beginning of March 2011, is reminiscent of the classic Mini in its outer dimensions, while its technology points to the future of automotive design. As a 3+1-seater with 3 doors and a length of just over 3 meters, the MINI Rocketman Concept responds to the fundamental requirements of the mobile lifestyle in the big cities of the future and bundles the core values of the brand in a concentrated form. Ingenious functionality, agility, efficiency and irresistible design combine to create an exceptionally attractive and groundbreaking mini-typical small car concept for the premium segment.</p> <p><b>23 September – MINI Coupé announced.</b> First two-seater MINI sports car with an independent design, a characteristic go-kart feeling, extensive standard equipment including an active rear spoiler and extensive possibilities for individualisation. Three petrol and one diesel engine are available, the MINI John Cooper Works Coupé offers the most powerful acceleration and top speed. The MINI Coupé is produced at the MINI plant in Oxford and sold for the first time on 1 October 2011.</p>
2012	<p><b>MINI London 2012 Edition announced.</b></p>

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	<p><b>16 April – MINI Roadster announced.</b> The MINI Roadster is the first premium model of its kind in the small car segment. The open two-seater conveys sporty driving pleasure and passion for individuality. It is also available in a particularly powerful version as the MINI John Cooper Works Roadster.</p> <p><b>15 November – MINI breaks the world record:</b> 28 MINI fans squeeze into a 2012 MINI – and climb out unscathed.</p>
2013	<p><b>8 March – MINI celebrates 100 years of automotive production in Oxford.</b></p> <p><b>12 March – The 250 000<sup>th</sup> MINI Countryman is produced.</b></p> <p><b>21 March – The MINI Paceman is introduced.</b> A stand-alone design, a lowered chassis and an exciting reinterpretation of the familiar interior characterize the new model, which stands alongside the MINI Countryman as a four-seater Sports Activity Coupé. Five model variants are available at the market launch. The MINI Paceman is the seventh member of the current MINI model family.</p> <p><b>18 November – The fourth generation MINI is presented.</b> The new MINI, which is now off the production line in Oxford, is characterized by a completely new vehicle architecture, an evolutionary design and a series of particularly efficient engines. The model change will be linked to a 750 million pound investment in BMW Group's three production facilities in Great Britain, including a new body shop with 1,000 robots at MINI Plant Oxford.</p>
2014	<p><b>13 March – Launch of the new generation of the MINI 3-door.</b> Although the new MINI is instantly recognizable, the model is completely new. Each component has been reworked to optimize function, performance, and style. The result is "The New Original", a MINI that is unmistakably familiar but has been improved in every way. It offers significant advances in technology, efficiency and performance, driving pleasure, quality and individualisation.</p> <p><b>4 June – First MINI 5-door is presented.</b> Just a few months after the introduction of the new MINI, the model range is being extended with a completely new body variant – the MINI 5-door.</p>

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	<p>It is the first small car model in the history of the brand to have two rear doors. The new model offers more comfort and versatility in the interior thanks to the extended wheelbase. Rear passengers now have 72 millimetres more legroom compared to the 3-door sister model. In addition, a third seat is available in the back row.</p> <p><b>1 July – The first MINI 5-door runs off the production line at the Oxford plant.</b></p> <p><b>One of Great Britain’s largest roof-mounted solar farms is installed at MINI Plant Oxford.</b> On the roof of the bodyshop, the solar farm has more than 11,500 panels, covering 20,000 square metres (five football pitches). It generates enough electricity to power the equivalent of 850 households (over 3 megawatts). This allows Plant Oxford to reduce its carbon footprint by approximately 1,500 tonnes of CO<sub>2</sub> per year.</p>
2015	<p><b>25 June – MINI gets a new logo.</b></p> <p><b>3 November – Market launch of the new MINI Clubman.</b> In addition to the again highly popular MINI 3-door and the successfully introduced MINI 5-door, the MINI Clubman appears. With this model, the British brand is entering the premium compact segment. The new MINI Clubman offers the highest level of driving comfort ever. In addition, there is an unmistakable design, a spacious, variably usable interior and a unique body concept with four side doors and two split rear doors.</p> <p><b>Second generation of the MINI John Cooper Works GP presented at the Paris Motor Show (2,000 units worldwide).</b></p>
2016	<p><b>23 January – Latest generation of the MINI Convertible announced.</b> The new MINI Convertible will be sold from March 2016, succeeding an extremely successful model.</p> <p><b>MINI Plant Oxford celebrates 15<sup>th</sup> anniversary.</b></p> <p><b>2 December – Plant Oxford celebrates 3,000,000<sup>th</sup> MINI rolling off the assembly line.</b> The model has been running continuously off the production line since 2001.</p>
2017	<p><b>17 January - The second generation of the MINI Countryman is unveiled.</b></p>

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	<p>The new MINI Countryman is the largest and most versatile model to be released in the history of the brand.</p> <p>With its larger exterior dimensions and an increase in space in the indoor and luggage compartment, it offers the occupants even more comfort and a real premium ambience. Useful new features such as the electric tailgate with non-contact opening and unique options, including a foldable picnic bench in the rear, make the all-rounder even more attractive.</p> <p><b>30 August – MINI Electric Concept at the IAA in Frankfurt.</b> MINI opens a window on the future of urban electric mobility. With a focus on driving pleasure and inspiring design, the MINI Electric Concept takes the brand's urban tradition into the electric age, giving e-mobility a new, particularly appealing touch. The series version of the first fully-electric MINI will be unveiled in 2019.</p>
2018	<b>BMW Group launches British apprenticeship programme at Plant Oxford, Swindon and Hams Hall</b>
2019	<p><b>MINI celebrates the 60th anniversary of the brand.</b></p> <p><b>9 July – The MINI Electric is announced.</b> The new MINI Electric is unveiled at the MINI Oxford plant, home of the brand, where the very first classic Mini was built 60 years ago. After 15,000 potential customers have already expressed their interest in the purely electrically powered model, the official order books will also be opened. Production at mini's Oxford plant will begin at the end of 2019, and the model will be delivered under the name MINI Cooper SE from spring 2020. Exports from Oxford to the whole world.</p> <p><b>9 August – 10 000 000<sup>th</sup> MINI built at MINI Plant Oxford.</b> While MINI continues to celebrate the brand's 60th anniversary, another anniversary will follow at the Plant Oxford. There, the ten millionth MINI rolled off the production line. The car is a MINI 60 Years Anniversary Edition.</p> <p><b>25 September – Hams Hall celebrates 5,000,000<sup>th</sup> engine production across both BMW and MINI</b></p> <p><b>20 November – Third MINI John Cooper Works GP announced.</b> Following the success of the previous two extreme athletes, the new MINI John Cooper Works GP will be built at the Oxford plant. The result is a small series of 3,000 copies.</p>
2020	<b>January – Production of the MINI Cooper SE begins.</b>



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	<p>The production of the fully-electric MINI Cooper SE is fully integrated into the production process at the Oxford plant. This makes it the first BMW Group plant to run electric vehicles on the same line as models with internal combustion engines, enabling flexible production in line with global demand. By the end of 2020, a total of 17,580 copies will be sold and delivered to customers around the world.</p> <p><b>Between 23 March and 18 May, production is suspended due to the coronavirus pandemic.</b></p> <p><b>27 October – MINI reveals future product plans.</b> MINI presents plans for the product range and brand strategy focusing on electromobility, a new crossover model and the production of vehicles in China from 2023.</p>
2021	<p><b>17 March – MINI confirms that the last model with internal combustion engine will be revealed in 2025 and that the brand will be powered electrically only from the beginning of the 2030s.</b></p>

Fuel consumption, CO<sub>2</sub> emission figures and power consumption were measured using the methods required according to Regulation VO (EC) 2007/715 as amended. They refer to vehicles on the automotive market in Germany. 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 are already calculated on the basis of the new WLTP test cycle. NEDC values listed have been calculated back to the NEDC measurement procedure where applicable. WLTP values are used as a basis for the definition of taxes and other vehicle-related levies that are (also) based on CO<sub>2</sub> 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) can be found.

For further details of the official fuel consumption figures and official specific CO<sub>2</sub> emissions of new cars, please refer to the “Manual on the fuel consumption, CO<sub>2</sub> emissions and power consumption of new cars”, available at sales outlets, from Deutsche Automobil Treuhand GmbH (DAT), Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen and at <https://www.dat.de/co2/>.



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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 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

In 2020, the BMW Group sold over 2.3 million passenger vehicles and more than 169,000 motorcycles worldwide. The profit before tax in the financial year 2020 was € 5.222 billion on revenues amounting to € 98.990 billion. As of 31 December 2020, the BMW Group had a workforce of 120,726 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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