

Media Information

June 29, 2023

MINI Milestone: One millionth MINI 3 door delivered in Canada.

The one millionth iteration of the modern MINI has found a home in Calgary, Alberta, Canada.

Richmond Hill, ON/Calgary, AB. In mid-April, MINI announced that the one millionth example of the current generation of the original MINI had rolled off the production line. On Wednesday, June 28th, at a high-energy celebration at MINI Calgary, that vehicle was delivered to Steve and Kerry Lockhart who are now part of the MINI family.

The one millionth modern MINI 3 door is an all-electric MINI Cooper SE built at Plant Oxford in the United Kingdom, the largest and oldest of the three MINI plants across the UK. Fittingly, the tradition-rich British plant is celebrating its 110th anniversary this year.

For the brand, the delivery of its millionth MINI 3 door seemed like a great time to show some [Big Love](#). MINI Canada and MINI Calgary therefore hosted a party and welcomed the new MINIacs to the community.

“We’ve been MINI fans for a number of years, and finally decided to purchase our first MINI earlier this year,” said Steve Lockhart, a Redwood Meadows resident who purchased the one millionth MINI with his wife Kerry. “It’s such an iconic brand. To be a small part of its rich history is both humbling and exciting. I wasn’t expecting this attention when we decided to purchase our first MINI!”

In 2013, MINI presented the current reinterpretation of the compact 3 door for the first time. It has been available worldwide since 2014 and has remained true to itself over all these years. The one millionth MINI 3 door of the current generation was delivered at MINI Calgary in Alberta, Canada.

“MINI has a way of creating community,” said Natalie Nasr, national manager, brand communications, MINI Canada. “We’re delighted to welcome Steve and Kerry into that close-knit group, and wish them years of fun and adventure with their all-electric MINI.”

The millionth MINI has special features including badging and details demarcating its heritage and milestone status. To mark its delivery, a fun celebration in true MINI style was hosted at MINI Calgary. But perhaps most heartwarming for the Lockharts was a video message from Charlie Cooper – grandson of John Cooper and member of the MINI royal family – welcoming them to the family. “You’re going to have a lot of fun with your MINI,” said Cooper in his message. “I remember getting my first MINI – it wasn’t my first car...because my dad said you’ve got to EARN getting your MINI Cooper, which I got when I was 18. You’re now part of the family,” continued Cooper, “so get out there and enjoy it!”

“The MINI community across Canada – and particularly here in Calgary – is such a passionate group,” said Carmen Stockton, general manager, MINI Calgary. “Knowing this historic vehicle could have gone anywhere in the world but wound up here with us, and our incredible team having the honour of delivering it to a family here in Calgary...that means a lot to us. We hope this is the first of many memorable moments Steve, Kerry and their family will enjoy with their new MINI.”

Right from the start, MINI was an attention-getting, fun-loving member of high society. Royalty, film stars, musicians and celebrities fell in love with it. The brand celebrated its 60th anniversary in 2019, its 20th anniversary in Canada in 2022, and now celebrates the delivery of its one millionth example to a family that – while perhaps surprised by the fanfare when they arrived to pick up their new vehicle – seems to have fallen just as much in love with the brand, the vehicle and the community.

-30-

BMW Group in Canada

BMW Canada Inc.
a BMW Group Company

BMW Canada Inc.
une compagnie
du BMW Group

Head Office/
Siège social
50 Ultimate Drive
Richmond Hill, Ontario
Canada
L4S 0C8

Telephone/
Téléphone
(905) 683-1200

Facsimile/
Télécopieur
(905) 428-5668

Internet
www.bmw.ca
www.mini.ca

BMW Group Canada, based in Richmond Hill, Ontario, is a wholly-owned subsidiary of BMW AG and is responsible for the distribution of BMW luxury performance automobiles, Sports Activity Vehicles, Motorcycles, and MINI. BMW Group Financial Services Canada is a division of BMW Group Canada and offers retail financing and leasing programs and protection products on new and pre-owned BMW and MINI automobiles, as well as retail financing for new and pre-owned BMW Motorcycles. A total network of 50 BMW automobile retail centres, 22 BMW motorcycle retailers, and 30 MINI retailers represents the BMW Group across the country.

MINI
Canada

Corporate Communications



For more information, please contact:

Marc Belcourt, Director, Corporate Communications
BMW Group Canada
905-428-5078 / marc.belcourt@bmwgroup.ca

Barb Pitblado, Manager, Corporate Communications
BMW Group Canada
905-428-5005 / barb.pitblado@bmwgroup.ca