



MINI CORPORATE COMMUNICATION

Media information

10 June 2021

HRH The Prince of Wales celebrates 20 years of modern MINI production at Plant Oxford.



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In celebration of twenty successful years of modern MINI production, His Royal Highness The Prince of Wales visited the home of the brand at MINI Plant Oxford today, to meet the people behind the cars and to get an insight into the manufacturing processes and developments in sustainable production.

Munich. His Royal Highness toured the site's assembly hall, where he was able to meet some of the 130 apprentices, as well as staff who were closely involved in integrating the manufacturing of the MINI Electric onto the standard production line, making Oxford the first BMW Group plant in the world to build fully electric and combustion cars on the same line. The MINI Electric was launched internationally in 2020 and has been so warmly received by customers that production will double in 2021. The Prince of Wales drove a MINI Electric off the production line as part of his visit.

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He was also introduced to members of the MINI team whose families have worked at the plant over a number of generations, across the decades.

Peter Weber, Managing Director, Plant Oxford said: “It was an absolute honour and pleasure to welcome HRH The Prince of Wales to the heart of the MINI brand here in Oxford and we were delighted that he could join us to mark this important manufacturing milestone. Over the past twenty years, the commitment and passion of our associates, nearly a quarter of whom were with us when the first car rolled off the line in 2001, has helped to strengthen MINI’s reputation around the world. It’s fantastic for this special celebration to have been recognised with such a memorable royal visit. It was a real highlight to see His Royal Highness drive one of our MINI Electrics off the production line today.”

MINI Plant Oxford has been at the heart of its community for over 108 years and employs over 3700 highly-skilled employees and apprentices, who together build 1000 MINIs a day - one every 67 seconds.

MINI will be the first BMW Group brand to go fully electric by the early 2030s. Plant Oxford has played a pivotal role in making MINI production more sustainable over the past 20 years and will continue to do so as it plays an important part in BMW Group’s strategy to reduce emissions from its production plants globally by 80 per cent by 2030, compared to 2019.



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Fuel consumption, CO₂ 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 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 can be found.

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, 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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