



# MINI CORPORATE COMMUNICATIONS

Media information

11 July 2023

## MINI Milestone: One millionth Fourth Generation MINI 3-Door delivered in Canada.



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**The one millionth iteration of the current fourth generation 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 MINI had rolled off the production line. On Wednesday, June 28th that vehicle was delivered to Steve and Kerry Lockhart who are now part of the MINI family.

The one millionth MINI of the current generation is an all-electric MINI Cooper SE built at Plant Oxford in the United Kingdom. Fittingly, the tradition-rich British plant is celebrating its 110th anniversary this year.

“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!”

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Page 2

In 2013, MINI presented the current and fourth generation MINI 3 door for the first time. It has been available worldwide since 2014. The one millionth MINI 3 door of the current generation was delivered at MINI Calgary in Alberta, Canada.

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!”

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, 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.

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Page 3

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 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. For vehicles newly type-approved since 01.01.2021, the official specifications exist only according to WLTP. In addition, according to EU Regulation 2022/195, the NEDC values will no longer be included in the EC certificates of conformity as of 01.01.2023.

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 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).

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 free of charge, 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 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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