



Media Information

NO NEED FOR VAR: MINI WELCOMES TUCHEL ONSIDE.

MINI is embracing Thomas Tuchel – the first-ever German Manager for the England Men’s football team – in a way only MINI could do; by reserving a prime parking space for him, right outside Wembley Stadium.

Ahead of his first game in charge on 21 March, MINI is celebrating the winning combination of English spirit and German management – something MINI knows a thing or two about.

Since the BMW Group acquired MINI in 2001, the brand has perfected the balance of English charm and German precision, proving that when you have great ingredients, all you need is a fresh perspective and a few new ideas.

In a mischievous stunt that nods to a longstanding holiday rivalry, MINI has taken German tactics to the next level, reserving Thomas Tuchel a car parking space right outside Wembley Stadium before fans arrive.

The twist? What better way to reserve a car parking space for a German, than with a towel. The playful stunt riffs on the well-known stereotype of German holidaymakers claiming the best pool-side sun loungers at the crack of dawn; except this time, the British-born MINI brand has scaled up to ensure Tuchel has the best parking space in the house.

MINI proudly acknowledges both its British heritage and its German ownership – it just works!

With Tuchel outlining his vision for the future of English men’s football, MINI’s recent stunt demonstrates one key point - whether it’s football, parking, or poolside politics, German management can go a long way.

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Ends

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 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 2024, the BMW Group sold over 2.45 million passenger vehicles and more than 210,000 motorcycles worldwide. The profit before tax in the financial year 2024 was € 11.0 billion on revenues amounting to € 142.4 billion. As of 31 December 2024, the BMW Group had a workforce of 159,104 employees.

The economic success of the BMW Group has always been based on long-term thinking and responsible action. Sustainability is a key element of the BMW Group's corporate strategy and covers all products from the supply chain and production to the end of their useful life.

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