



# MINI CORPORATE COMMUNICATIONS

Media Information

23 April 2026

## MINI celebrates 25 years of modern MINI.



+++ The MINI brand and BMW Group's UK manufacturing plants are celebrating 25 successful years of modern MINI production +++ On 26th April 2001 the first MINI rolled off the line in Oxford +++ MINI continues to evolve its heritage through iconic design, innovation and go-kart driving fun +++

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**Munich/Oxford.** 2026 marks a major milestone for MINI: 25 years ago production of the modern MINI began under BMW Group, a quarter century defined by innovation, design and unmistakable British spirit! With its unique place in everyday life, from city streets to cinema screens, MINI has spent the past 25 years building on its legacy, combining heritage with modern innovation and driving fun, winning the hearts of millions of drivers worldwide.

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Founded in 1959, Mini was born out of the visionary thinking of Sir Alec Issigonis, whose revolutionary small-car concept responded to the challenges of its time by redefining how space, efficiency and driving enjoyment could be combined. With its compact dimensions, innovative front-wheel-drive layout and exceptional agility, the classic Mini quickly transcended its original purpose to become an automotive icon. Motorsport successes in the 1960s, most notably under the Cooper name, cemented MINI's reputation as a car that delivered authentic driving fun far beyond its size.

Over the decades, Mini became deeply embedded in popular culture, embraced by artists, designers and drivers alike, and recognised worldwide as a unique expression of British character. A decisive new chapter began with the brand's acquisition by BMW Group, which preserved Mini's heritage while opening the door to a sustainable future. The first modern MINI, engineered by BMW Group, rolled off the line at Plant Oxford on 26<sup>th</sup> April 2001, marking the start of a new chapter, blending its unmistakable design DNA and go-kart feeling with modern technology, premium quality and contemporary relevance.

"Marking 25 years of the modern MINI is truly a milestone. Our unmistakable British roots, unique design, go-kart feeling and playful spirit have made MINI a global icon. For more than a quarter century, BMW Group's expertise has contributed to MINI's ongoing success. Thanks to our dedicated global MINI team, the brand continues to excite and inspire drivers for generations." said Jean-Philippe Parain, Head of MINI.

The current model lineup is the most extensive and varied in the brand's history, with five models, each reflecting its own unique character. Powertrain options include fully electric or highly efficient combustion engines.

Owning a MINI is so much more than simply travelling from A to B – it is a statement of individuality. With an impressive range of customization options, every MINI becomes a true reflection of its owner's unique tastes and character. From selecting paint colors to choosing upholstery and interior trims, each MINI can be finely tailored to personal preferences. Over the past 25 years, a host of options have been offered — among them, the famous bonnet stripes and the distinctive multi-tone roof stand out. Thanks to innovative techniques at the Oxford factory, the striking three-color roof design provides a visual highlight. Special editions have strengthened MINI's image internationally and set new trends. In 2026, MINI pays tribute to British design and playful elegance with the MINI Paul Smith Edition.

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In 2025, MINI recorded global sales of 288,290 vehicles. Battery electric vehicles comprised more than one third of worldwide deliveries and even surpassed 50% in markets like the Netherlands, Turkey, Sweden, and China. The sub-brand John Cooper Works reached an all-time high with 25,630 units sold, representing 8.9% of the total MINI volume.

Since joining the BMW Group, MINI has experienced a remarkable evolution, continuously developing yet remaining faithful to its heritage. BMW's expertise has been actively integrated into MINI for more than 25 years, introducing advancements such as enhanced user interfaces, innovative assistant features and improved safety systems. The latest generations of the MINI family impressively demonstrate the safety commitment: numerous 5-star ratings in the Euro NCAP crash test confirm the high level of protection offered.

## **MINI manufacturing in British BMW Group Plants**

Over the past 25 years, modern MINI production has evolved across four model generations, spanning a range of body styles including the original 3-door, 5-door, Roadster, Coupe, Clubman, Clubvan and Convertible. In total, 4,671,664 MINIs have now been built in Britain since 2001.

MINI's modern era has been powered by its UK production heartland. At the centre of that story are two UK manufacturing hubs: Plant Oxford, the home of MINI production, and BMW Group Plant Swindon, where thousands of precision-engineered body panels are crafted every day.

Together, these two sites represent one of the UK's most significant automotive manufacturing hubs, with a workforce of more than 3,000 highly skilled people producing around 800 MINIs a day. At Plant Oxford, a new MINI drives off the production line every 78 seconds.

Plants Oxford and Swindon have been at the heart of their communities for a very long time – 113 and 70 years respectively. The wider production story took another important step in 2006 when BMW Group Plant Hams Hall in North Warwickshire began producing engines for the MINI, with more than 4.6 million engines produced for the Oxford-built models.

Markus Grüneisl, CEO, BMW (UK) Manufacturing Ltd said "This 25-year milestone is a proud moment for MINI and for everyone involved in its production here in the UK. From the very beginning, our plants in Oxford and

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Swindon have been at the heart of MINI's global success, combining exceptional craftsmanship with innovation. Above all, it is our people - their creativity, expertise and pride in what they do – that continue to make MINI so special.”

## **66+ years of vibrant automotive history – a look back at the milestones of MINI:**

- 26 August 1959** The British Motor Corporation unveils the first Mini in history. The design is the brainchild of British engineer Sir Alec Issigonis.
- 1961** The first Mini Cooper is unveiled.
- 1962** Shortly after the Mini went into production, the British Motor Corporation was manufacturing 200,000 vehicles per year.
- 1963-64** The first Mini Cooper S is unveiled.
- 1964** Racing driver Paddy Hopkirk wins the Monte Carlo Rally in spectacular fashion in a Mini Cooper S.
- 1965** Second consecutive victory at the Monte Carlo Rally for Mini with racing driver Timo Makinen at the wheel.  
Mini celebrates one million vehicles produced.  
The first automatic transmission in the Mini is available.
- 1967** Mini wins the Monte Carlo Rally for the third time.
- 1972** Mini celebrates three million vehicles produced.
- 1990** Mini presents a new generation of the Mini Cooper. Initially as a limited edition.
- 1992** For the first time, the Mini is also available as a convertible.
- 1994** The BMW Group acquires Rover and Mini.
- 2000** World premiere of the BMW Group's first modern MINI.

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- 2001**            **Start of production at plant Oxford.**
- The new generation of the MINI Cooper S is presented.
- 2002**            MINI reaches the milestone of 100,000 vehicles produced at its Oxford plant.
- 2004**            The MINI Cooper S Convertible is unveiled.
- 2006**            MINI Cooper S with John Cooper Works GP Kit unveiled.
- Presentation of the third generation of the MINI.
- 2008**            The first modern MINI Clubman celebrates its world premiere.
- Launch of the third generation of the MINI Convertible.
- 2009**            MINI E tests begin.
- 2010**            The first MINI Countryman is unveiled.
- 2014**            MINI presents the Cooper as a 5-door model for the first time.
- 2015**            Market launch of the new MINI Clubman.
- 2016**            Third generation of the MINI Convertible announced.
- 2017**            The second generation of the MINI Countryman is unveiled.
- 2019**            MINI celebrates the 60th anniversary of the brand.
- The MINI Electric is announced.
- 2020**            Production of fully electric series vehicles begins at the plant Oxford with the MINI Cooper SE.
- 2023**            World premiere of the 5<sup>th</sup> generation MINI Cooper and 3<sup>rd</sup> generation MINI Countryman – both available as fully electric and combustion engine variants.

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- 2024**                    The first MINI Aceman is introduced.
- MINI John Cooper Works and Bulldog Racing celebrate victory in the SP3T-class at the 24-hour race at the Nürburgring.
- Unveiling of the latest MINI Cooper Convertible.
- 2025**                    World premiere of the MINI JCW x Deus Ex Machina show cars
- World premiere of the MINI Paul Smith Edition.

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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 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 2025, the BMW Group sold 2.46 million passenger vehicles and more than 202,500 motorcycles worldwide. The profit before tax in the financial year 2025 was € 10.2 billion on revenues amounting to € 133,5 billion. As of 31 December 2025, the BMW Group had a workforce of 154,540 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 through production to the end of their useful life.

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