



MINI COMMUNICATIONS

Media Information

29 July 2026

25 years of MINI Design at the BMW Group: From the classic Mini to a new icon

+++ MINI celebrates 25 years of design history under the BMW Group umbrella +++ New video "From the Original to the Original – 25 Years of MINI Design" now available on BMW Group YouTube channel +++ MINI Design combines heritage and future with clear design language and distinctive character +++

Munich. How do you reinvent a design legend without losing its character? This question is explored in the new video, "From the Original to the Original – 25 Years of MINI Design", available now on the BMW Group YouTube channel. The video tells the story of one of the most remarkable design journeys in the automotive industry: the evolution from the Classic Mini to the MINI produced by the BMW Group.

"The Mini remained virtually unchanged for 40 years. It was our task as designers to preserve its soul, while leading it into a new era – not as a copy, but as the new MINI with all the signature MINI characteristics," says Adrian van Hooydonk, Head of BMW Group Design.

What the video reveals.

The video showcases design sketches, key decisions and personal insights. It features Adrian van Hooydonk and Holger Hampf, Head of MINI Design, as they explain why MINI is more than just a car: It is a lovable companion that combines functionality, driving fun, individuality and a cheeky charm. The fact that fans today also miss "typically MINI" elements introduced since 2001 illustrates how strongly the brand has developed its own reference points at the BMW Group.

"MINI has created its own icons over the years. This work is never finished – we must continue to carry it forward," says Hampf.

Why this design legacy still matters today.

Over the decades, MINI has succeeded in transforming a strong idea into a distinctive brand that people love and with which they form an emotional connection. When Sir Alec Issigonis created the Classic Mini back in 1959, the focus was on optimum use of space, compact proportions, short overhangs, direct driving fun and a likeably cheeky character. Under the umbrella of the BMW Group from 2001 onwards, MINI did not become a retro product, but a new original: immediately recognisable, yet reinterpreted for a new era through technology, design and culture.

From design competition to a new icon.

Following its acquisition of Rover in 1994, the BMW Group faced a key question: How could the essence of the classic Mini be preserved, while giving it a new form? Designers at BMW and Rover explored a range of answers: from a consistent

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continuation of the original idea to a sporty, premium-oriented reinterpretation. That is how MINI evolved from a clever compact car into a style icon – with an emotionally engaging design and a strong personality.

What makes MINI Design unique.

MINI Design is about more than recognisability. Round headlights, compact proportions, short overhangs and MINI's signature go-kart feeling remain at the heart of the brand to this day. These characteristics are complemented by lovable details, opportunities for customisation and a design that expresses personality.

“No MINI looks like any other. MINI gives people the opportunity to express their lifestyle and tell their own story,” says Hampf.

The brand continues to build on this idea with the current MINI Family. The “Charismatic Simplicity” design language, reduced to the essentials, enhances the character of each model, while providing the foundation for a wide variety of personalisation options.

In the MINI Cooper Electric, this is reflected in clearly sculpted surfaces, a puristic, modern body design and an interior that revisits the fundamental concept of the classic Mini: fewer components, a round Central Display and a compact steering wheel. In this way, the MINI brand is once again reinventing itself for the electric and digital future with its contemporary design.

The six-minute video is now available on the [BMW Group YouTube channel](#). It marks a special year for MINI, in which the brand will also celebrate 25 years of production of the modern MINI and its British roots with the limited MINI Cooper Oxford Edition.

If you have any questions, please contact:

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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 worldwide.

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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