**MEDIA INFORMATION.**

19th March

**MINI Ireland announce 60th anniversary celebrations.**

* Creative MINI Installation Competition at Body & Soul Festival (June).
* Historic Festival at Mondello Park with MINI theme pay homages to iconic brand (Aug).
* MINI Magic to provide thrilling Track Day experience for owners and enthusiasts (Sep).

2019 MINI marks the brand’s 60th birthday and the extraordinary story of a global icon. To kick-start this anniversary year, MINI Ireland is delighted to announce a calendar of activities to mark this special milestone.

In June (21st to 23rd) the MINI brand will be brought to life with a special installation at Body & Soul Music and Arts Festival in Ballinlough Castle, Co. Westmeath. Collaborating with the festival organisers through the form of a competition with the theme; ‘Creative Use of Space’, the installation will pay tribute to the iconic car that is renowned for its original and unconventional approach to design. The space will be used as a centrepiece, a meeting place, a communal area to gather with old or new friends. A bursary prize of €10,000 will be provided to fund the project. The competition is open to anyone who thinks they have what it takes to design an architecturally inspiring space. Details on the competition will be further announced on this month on the [MINI Ireland](https://www.facebook.com/MINI.Ireland/) and [Body & Soul Facebook page](https://www.facebook.com/BodyandSoulIreland/).

In August (17th and 18th) MINI owners from across Ireland and the U.K. will congregate in Mondello Park as part of the Historic Festival 2019. This year’s Festival promises to delight, excite and give guests a chance to both reminisce on fond memories and create new ones with MINI as the festival pays homage to 60 years of the brand. Activities will include Classic MINI Racing and demonstration laps and displays and special guests’ from MINI’s history. The festival promises to showcase live music performances, opportunity for attendees to dress in period costumes, plus a classic air display and a flyover by a number of historically important Irish aircraft on Sunday afternoon.

MINI will also showcase how the family has grown from one model to four with the original MINI Hatch; the Gentleman- a MINI Clubman; the free spirited MINI Convertible and the adventurous MINI Countryman. Hot lap test drives will be available for guests at the festival on Mondello Park’s National Circuit.

At the event MINI will also display the limited edition 60th Anniversary MINI Hatch model at the festival. Just 500 cars are available of this model in the U.K. and Ireland and pays tribute to 60 years of the icon. The exterior design features a new Racing Green IV paint finish and piano black exterior trim, black roof and exterior mirror caps, special anniversary design bonnet stripes and model exclusive 17-inch light alloy wheels in 60 Years Spoke 2-tone. The 60 Years emblem completes the vehicle, uniquely placed on the left-hand bonnet stripe, side scuttles of the turn indicators and LED logo projection from the driver’s door. Further enhancing the exterior design and sporty character, every model will be sold with an additional set of MINI spot lamps fitted to the front radiator grille.

Standard admission to Sunday's event is €15.00 for adults with under sixteen's admitted free of charge. Tickets are available to purchase on-line at discounted prices and Mini owners looking to bring their car to the event can find out more by logging onto [www.mondellopark.ie](http://www.mondellopark.ie), for more information. Corporate Hospitality Packages will be available for the event starting at €1,500 for a table of 10. The package includes: 3 course lunch, race programme, full bar service, VIP parking, complimentary wine, live stream of race and afternoon tea.

Finally on September 15th, MINI Magic will take place a special MINI track day and meeting will take place in White River Park between Dundalk and Drogheda (just of the M1). Classic and the modern MINIs are both welcome The track entry spaces are available online on [www.MiniMagicEvents.com](http://www.MiniMagicEvents.com) in advance only and is open to eligible road and track cars with the main requirements an Irish or UK driving license and a track day helmet, which can be hired from White River Park’s on-site store. More details can be found at [www.WillPromotion.com](http://www.WillPromotion.com) and by following the event at [www.Facebook.com/minimagicevents](http://www.Facebook.com/minimagicevents).

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**IMAGE CAPTIONS:**

1. MINI at Body & Soul Festival 21st - 23rd June
2. Mondello Historic Festival 17-18th August
3. MINI MAGIC 15th September
4. The Original MINI Design 1959
5. The Original MINI Design 1959

**About 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 30 production and assembly facilities in 14 countries; the company has a global sales network in more than 140 countries.

The BMW Group sold over 2,490,000 passenger vehicles and more than 165,000 motorcycles worldwide in 2018. The profit before tax in the financial year 2017 was € 10.655 billion on revenues amounting to € 98.678 billion. As of 31 December 2017, the BMW Group had a workforce of 129,932 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.

In 2018 BMW Ireland announced that its retail network will be making a significant €37 million investment across its operations in Ireland and in the process will be creating 120 new jobs over the course of an 18 months period. This substantial financial commitment coincides with the expansion of BMW i, the electric vehicle sub brand of BMW, in Ireland.

The BMW i brand will now become an integral part of all Irish retailers’ operations to sell and service the Group’s current and future range of electrified vehicles including BMW i3, BMW i8, range of plug-in hybrid vehicles as well as the forthcoming BMW iX3 and the MINI Electric. Of any manufacturer, BMW Group has the highest market share for new car registrations in Europe and in Ireland sales of electric/hybrid BMW and MINI Vehicle in 2017 went from 173 units sold to 336 units sold in 2018. We anticipate the sales of hybrid to grow considerably in the years to come.

As part of our Corporate Social Responsibility, BMW supports a different charity each year, an area that BMW Group Ireland takes very seriously. For the past two years BMW Ireland has support Temple Street Children’s Hospital. BMW Group Ireland not only provides a financial contribution through fundraising events but also offer their time in the charity environment through volunteering, applying their skills to a non-profit cause and lending of products, services and other resources.

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