MINI IRELAND
Corporate Communications

MINI Announces PAW-fect partnership WITH DOGS TRUST.

MINI Ireland has announced a partnership with Dogs Trust, Ireland’s largest dog welfare charity, on a mission to help dogs travel happier across the nation and become the first officially dog-friendly Irish car retailer by 2023.There has been a huge increase in demand for dogs in Ireland since the start of the pandemic, with more and more people looking to take a dog into their family, meaning man’s faithful friend has never been more prevalent in our lives, or our communities.

Julie Bothwell, Head of Sales and Marketing for MINI Ireland says, “As people return to work since the pandemic, there is a huge need for dog charities such as Dogs Trust, so we are looking forward to supporting them.

“With more dogs in families now than ever before, we want to help make sure they travel safely and enjoy the ride. It’s just as important to us that our four-legged customers love being in a MINI as much as the drivers do and we have had a lot of fun letting dogs of all shapes and sizes put our cars through the ultimate tail-wagging tests. As our partnership continues we are really looking forward to working with Dogs Trust to help us support our MINI and dog-loving customers across the car buying and ownership journey, as we strive to become Ireland’s first officially dog-friendly car retailer.”

While all Irish MINI retailers will be welcoming dogs through the doors with important doggy equipment such as bowls and mats, MINI will also be working with Dogs Trust canine behaviour experts to educate consumers on best practice for happy dog car journeys.

Karla Dunne, Group Head of Operations, Veterinary and Behaviour at Dogs Trust Ireland says, “As Ireland’s largest dog welfare charity, we’re delighted to be part of MINI’s journey to becoming fully dog friendly.

“It’s really important that your car is right for the whole family, including your four-legged passenger, whose needs and safety requirements are slightly different to ours. It’s wonderful to see MINI, such an iconic automotive brand, considering the needs of dog owners, so they can make sure their beloved canine family members are safe and comfortable when on the road.”

Helping the dogs of Ireland to travel happier, MINI stocks a range of dog travel products which includes a dog guard and rear compartment mat, everything MINI owners need to ensure their dog is safe, comfortable, and content in their vehicle.

So, whether your family includes a Toy Poodle, a Labrador, or a Maltese crossbreed, MINI can ensure life is as bright from the boot as it is from behind the wheel! The generous boot space of the MINI Countryman, the convenient split rear doors of the MINI Clubman, ease of access, smooth handling, high quality interiors and the new dog pack, mean that every pooch can be matched with its perfect MINI partner.

To sniff out your local showroom and find out more about the MINI and Dogs Trust Ireland partnership, please visit [www.MINI.ie](http://www.MINI.ie)

**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 and mobility services. The BMW Group production network comprises 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

In 2021, the BMW Group sold over 2.5 million passenger vehicles and more than 194,000 motorcycles
worldwide. The profit before tax in the financial year 2020 was € 5.222 billion on revenues amounting to € 98.990 billion. As of 31 December 2020, the BMW Group had a workforce of 120,726 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.

**MINI Media:**

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**Dogs Trust Ireland**

Dogs Trust has been working in Ireland since 2005 and its mission is to bring an end to the destruction of stray and abandoned dogs through a national responsible dog ownership campaign, including a nationwide education programme.

Dogs Trust is working towards the day when all dogs can enjoy a happy life, free from the threat of unnecessary destruction.Dogs Trust has a non-destruction policy; we never destroy a healthy dog.

The Centre is based at: Dogs Trust Dublin Rehoming Centre, Ashbourne Road, Finglas, Dublin 11
[www.dogstrust.ie](http://www.dogstrust.ie)

**For further information, please contact:**

Laura Condron | Corporate Communications & Events Manager | 086 047 7549 | Laura.Condron@BMW.ie