



Media Information
5th December 2022

MINI WAYS TO SHOW BIG LOVE.

- MINI Ireland announces New Brand Strategy focused on sustainability, social diversity, innovation.
- Commitment to social causes and charity while supporting social entrepreneurship at the heart of activities for MINI Ireland.
- Dogs Trust Partnership and supporting LauraLynn Charity key to activities.

MINI Ireland have today launched a new strategy called BIG LOVE, a powerful vision and mission to do better, create a brighter future for all and the planet too. Anchored in a commitment to sustainability, social diversity and innovation, Big Love aims to provide a clear guiding principle for all activities for the MINI brand in Ireland. Today, this has come to life with the launch of a mural located in Dublin's city centre created by artist @Klo_Wi a young Dublin based illustrator and muralist.

As a leading international company, community and social responsibility are a top priority at MINI. For this reason, MINI has partnered with LauraLynn, Ireland's only Children's Hospice providing free palliative and hospice care for children and is assisting by raising vital funds for the charity over the past two years, the mural aims to raise funds by linking it to a QR code.

This installation represents the launch of MINI Big Love in Ireland and symbolises the values surrounding the Big Love strategy. The style of the mural is bold, graphic and funky with the use of elemental characters and vibrant palettes is aligned with the visual iterations of 'Big Love'. There is a QR code on the mural so passers-by can easily scan and donate to Laura Lynn. This mural is just one of MINI's Big Love projects.

Dogs Trust Partnership

Earlier this year MINI partnered with Dogs Trust, Ireland's largest dog welfare charity, on a mission to help dogs travel happier and safer across the nation by becoming the first officially dog-friendly Irish car retailer by 2023. MINI retailers across Ireland have accepted the challenge of becoming "truly dog friendly" by completing a Dogs Trust approved training course.

Julie Bothwell, Head of Sales and marketing MINI Ireland said: "MINI has always been the answer to the challenges we face with individual mobility. The willingness to rethink the status quo defines the brand to the present day, and we are motivated to do the best for our community and make a difference."

Mark Donnelly and HUH Clothing

MINI Ireland has also been supporting Mark Donnelly, Founder of How's Ur Head Clothing (HUH) Clothing, a social enterprise that provides quality Irish produced clothing, whilst also raising money and awareness for mental health charities. Over the past few months, MINI collaborated with HUH to provide Random Acts of Kindness with gift boxes packed with free HUH clothing and MINI merchandise in random locations to delight and surprise those who found them. The aim of this was "to make a stranger's day". Mark has also taken to the road in the distinguished HUH x MINI Cooper S to interview a few familiar faces for MINI Mental Health Moments Vlog series.

MINI in Ireland

Today MINI has a large range of vehicles suited for motorists of Ireland from the classic 3-door and 5-door MINI Cooper, along with pure battery MINI Electric. The MINI Clubman and MINI Countryman meanwhile provide more space and convenience for those that might have families or pets. And starting as early as 2023, MINI is presenting a new generation of all-electric models. Two of the models developed from the ground up for pure electric mobility, an exciting time for the brand.

About Big Love

#BIGLove is MINI's way of showing how two small words can inspire positive action. Ever since the brand was born in 1959, MINI has been all about doing more with less and finding the most creative ways to use space. This involves MINI facing up to the current challenges in the areas of mobility, energy economy and climate protection with independent solutions for the driving of tomorrow. MINI is pursuing the strategic sustainability goals of the BMW Group by consistently reducing CO₂ emissions over the entire value chain. Innovative materials and enhanced use of secondary raw materials also contribute to greater sustainability.

Big Love is also about the close commitment of the brand to human beings from all communities. MINI promotes diversity – inside and outside the MINI organisation.

These are just some of the MINI ways we are showing Big Love. To find out more about MINI's Big Love mission and all our partnerships, click [here](#).

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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 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:

www.press.bmwgroup.ie
www.instagram.com/MINI.ie/

www.MINI.ie

www.facebook.com/MINI.Ireland/

www.youtube.com/MINI

LauraLynn - Ireland's Children Hospice

- LauraLynn's mission is to provide a Community of Care that delivers evidence-based, personalised services to children with palliative care needs, complex care needs and complex disabilities, while also providing family support services and a home to our residents where quality-of-life is paramount.
- LauraLynn rely on fundraised capital as their primary income which is why public donations are vital for them.
- Find out how LauraLynn are making the most of precious lives at www.lauralynn.ie

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