

Media Release

27th March 2019

“We’re taking this electric car to Invercargill!” MINI Electric powers the 2019 Pork Pie Charity Run.

Electricity and passion will be powering the 2019 Pork Pie Charity Run, with two MINI Countryman plug-in hybrids making the legendary drive from Kaitaia to Invercargill, for the first time.

Now in its 12th year, the biennial Pork Pie Charity Run is staged in partnership with the KidsCan Charitable Trust. Started in 2005, KidsCan supports Kiwi kids in hardship with essentials for learning including food, shoes, raincoats and health items.

The Pork Pie Charity Run features a total of 60 vehicles, old and new, and during the six days will cover over 2,500 kilometres through New Zealand’s unique and ever-changing scenery.

The 2019 event, proudly supported by MINI New Zealand, will depart Kaitaia on Friday 19th April, concluding in Invercargill on Wednesday 24th April.

Team MINI NZ will be led by MINI product & sales planning manager, Lisa Kleinheinz, driving the first MINI Cooper S E ALL4 Countryman. The second car will be driven by a team from KidsCan including the charity’s CEO and founder, Julie Chapman.

The MINI Cooper S E ALL4 Countryman is the brand’s first electrically-powered model, offering typical MINI driving characteristics from the combined electric and petrol drivetrain. Later in 2019 MINI will unveil its first-fully electric Hatch model, expected in New Zealand during 2020.

2019 is a significant year both locally and internationally, celebrating 60 years since the launch of the classic Mini. A special edition model, the MINI 60 Years Edition, will launch in the middle of the year to commemorate the occasion.

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

MINI New Zealand Corporate Communications



In 2018, the BMW Group sold over 2,490,000 passenger vehicles and more than 165,000 motorcycles worldwide. 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.

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