



# MINI CORPORATE COMMUNICATIONS

Media Information  
18 November 2024

## Raise the roof! First MINI Cooper Convertible rolls off the MINI Plant Oxford production line.



- MINI Cooper Convertible production returns to MINI Plant Oxford.
- Built alongside MINI Cooper 3-Door and 5-Door, making MINI Plant Oxford the home of MINI Cooper.
- Most emotional model of the MINI family since its launch in 2004.

P90578287

Company  
Bayerische  
Motoren Werke  
Aktiengesellschaft

Postal address  
BMW AG  
80788 München

Phone  
+49-89-382-0

Internet  
[www.bmwgroup.com](http://www.bmwgroup.com)

# MINI CORPORATE COMMUNICATIONS

Media Information

Date 18 November 2024

Topic Raise the roof! First MINI Cooper Convertible rolls off the MINI Plant Oxford production line.

Page 2

Today MINI Plant Oxford celebrates the start of production of the MINI Cooper Convertible for the first time since 2015. The model joins the MINI Cooper 3-Door and MINI Cooper 5-Door, making MINI Plant Oxford the home of the MINI Cooper family.

Announced last month, the fourth generation MINI Cooper Convertible includes a completely new interior and exterior design, as well as a state-of-the-art digital experience.

"We are thrilled about the start of production of the MINI Convertible, which is now being produced again at the Oxford plant, the home of MINI. Unique in its class, the MINI Convertible offers unparalleled, brand-typical driving fun, combined with boundless freedom and great emotions: The iconic design combined with modern technology and connectivity makes this vehicle an unmatched open-air experience for our customers," says Stefan Richmann, Head of MINI.

Three UK BMW Group manufacturing sites contribute to the MINI Cooper Convertible. BMW Group Plant Swindon produces the body pressings and sub-assemblies while the latest four-cylinder petrol engines are built at BMW Group Plant Hams Hall in North Warwickshire. Finally, these parts come together at MINI Plant Oxford where body shell production, paint and final assembly take place.

Following the relaunch of the MINI brand in 2001, the first MINI Convertible was unveiled in 2004 and has remained an icon of the MINI family ever since.

With 160,000 vehicles built at MINI Plant Oxford from 2004 to 2008, the first-generation MINI Convertible was known for its retro styling and iconic chrome roll-over arches behind the rear seats. The second generation, unveiled in 2009 with 165,000 built at MINI Plant Oxford until 2015, kept the iconic drop-down hinged boot but gained the evolved styling of the Cooper from that era.

# MINI CORPORATE COMMUNICATIONS

## Media Information

Date 18 November 2024

Topic Raise the roof! First MINI Cooper Convertible rolls off the MINI Plant Oxford production line.

Page 3

Production of the model was briefly moved to VDL Nedcar for the third generation, making room for the MINI Clubman at MINI Plant Oxford. Over 150,000 Convertible models were produced at Nedcar until production stopped in 2023, before production returned to MINI Plant Oxford.

MINI Plant Oxford celebrated its 110<sup>th</sup> anniversary in 2023, the same year the Plant produced over 20% of all UK manufactured cars. As one of the oldest automotive plants in the world, MINI Plant Oxford has been in continuous production since 1913.

MINI Cooper Convertible C (fuel consumption combined: 6.6 – 6.5 l/100km according to WLTP; CO<sub>2</sub> emissions combined: 149 – 147 g/km; CO<sub>2</sub>-class: E).

MINI Cooper Convertible S (fuel consumption combined: 6.6 – 6.5 l/100km according to WLTP; CO<sub>2</sub> emissions combined: 150 – 148 g/km; CO<sub>2</sub>-class: E).

Fuel consumption, CO<sub>2</sub> emission figures and power consumption were measured using the methods required according to Regulation VO (EC) 2007/715 as amended. They refer to vehicles on the German automotive market. For ranges, the NEDC figures take into account differences in the selected wheel and tyre size, while the WLTP figures take into account the effects of any optional equipment. For vehicles newly type-approved since 01.01.2021, the official specifications exist only according to WLTP. In addition, according to EU Regulation 2022/195, the NEDC values will no longer be included in the EC certificates of conformity as of 01.01.2023.

All figures have already been calculated based on the new WLTP test cycle. NEDC figures listed have been adjusted to the NEDC measurement method where applicable. WLTP values are used as a basis for the assessment of taxes and other vehicle-related duties which are (also) based on CO<sub>2</sub> emissions and, where applicable, for the purposes of vehicle-specific subsidies. Further information on the WLTP and NEDC measurement procedures is also available at [www.bmw.de/wltp](http://www.bmw.de/wltp).

For further details of the official fuel consumption figures and official specific CO<sub>2</sub> emissions of new cars, please refer to the "Manual on the fuel consumption, CO<sub>2</sub> emissions and power consumption of new cars", available at sales outlets free of charge, from Deutsche Automobil Treuhand GmbH (DAT), Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen and at <https://www.dat.de/co2/>.

# MINI CORPORATE COMMUNICATIONS

## Media Information

Date 18 November 2024

Topic Raise the roof! First MINI Cooper Convertible rolls off the MINI Plant Oxford production line.

Page 4

In case of queries, please contact:

## Corporate Communications

Julian Kisch, Press Spokesperson, Product Communications MINI

Phone: +49-151-601-38072

E-mail: [julian.kisch@mini.com](mailto:julian.kisch@mini.com)

Micaela Sandstede, Head of Communications MINI

Phone: +49-176-601-61611

E-mail: [micaela.sandstede@bmw.de](mailto:micaela.sandstede@bmw.de)

## 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 over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2023, the BMW Group sold over 2.55 million passenger vehicles and more than 209,000 motorcycles worldwide. The profit before tax in the financial year 2023 was € 17.1 billion on revenues amounting to € 155.5 billion. As of 31 December 2023, the BMW Group had a workforce of 154,950 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action, from the supply chain through production to the end of the use phase of all products.

[www.bmwgroup.com](http://www.bmwgroup.com)

LinkedIn: <http://www.linkedin.com/company/bmw-group/>

YouTube: <https://www.youtube.com/bmwgroup>

Instagram: <https://www.instagram.com/bmwgroup>

Facebook: <https://www.facebook.com/bmwgroup>

X: <https://www.x.com/bmwgroup>