

Press Release
November 2021

The MINI future strategy: sustainability, diversity, innovation, profitability and optimism.



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Electrified MINI models already make up more than 15 percent of total sales. At the beginning of the 2030s, MINI will be an all-electric brand. Reinforced commitment in the crossover and in the premium compact segment, and in the automotive market in China. Future MINI models will be produced in the United Kingdom, and from 2023 also in Germany and China.

Munich. Consistent alignment on electrification and digitalisation, conquering additional target groups and markets, and further enhancement of the brand in the context of community activities and social engagement for diversity and tolerance form the core of the future strategy of MINI. As a premium small and compact-car brand operating globally in 109 countries, MINI is committed to continuing its success story with strategic expansion of the product range, technology innovations and new production sites. The objective is to significantly enhance popularity and profitability over the coming ten years.

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The capability to rethink the status quo is firmly anchored in the tradition of the brand. Numerous opportunities are therefore defined in the future strategy of MINI which arise from the current transformation taking place in the automotive sector. They are grounds for confidence and optimism about the ongoing development of the brand. Through September 2021, MINI succeeded in achieving an increase in sales of 7.9 percent in comparison with the period in the previous year. The growing enthusiasm for electromobility is particularly notable. The share of electrified models in the overall sales of MINI is now more than 15 percent.

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.

MINI is using the options offered by digitalisation for intuitive control systems and innovative forms of individualisation. The brand empowers its customers to achieve seamless integration of the vehicle in their digital lifestyle and defines benchmarks in the area of sharing mobility. Furthermore, the MINI App is morphing into a digital platform for the global MINI Community.

As early as 2023, MINI will present the first model in a new generation of cars powered by an all-electric drivetrain. The future core portfolio of all-electric powered vehicles will include the MINI 3-door and a crossover model in both the small-car and in the compact segment. MINI is also developing concepts for John Cooper Works models with an electrified drivetrain.

MINI's small-car models and a crossover model in the premium compact segment also provide a parallel choice powered by conventional combustion engines.

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Another component in the strategy for profitable growth is the enhanced commitment by MINI in the premium compact segment. Alongside the successor to the current MINI Countryman, a new vehicle concept is being developed. This will meet the wishes of many customers for additional space and comfort, and increased variability.

The automotive market in China continues to undergo dynamic growth. In order to take part in the positive development of the world's biggest automotive market and sell a significantly higher number of cars there, MINI will soon move from the status of an import brand to a locally producing car brand. From 2023 onwards, the new models of the small-car segment developed for e-mobility will be produced in China. Production will be located at the newly constructed automotive plant in the east of China. MINI will use the cars produced there to meet the increased demand in China and the other global markets for local, emission-free driving fun.

Production of the next generation MINI Countryman will also be launched in 2023 and the car will be built at the BMW Group Plant Leipzig, making it the first MINI Made in Germany. All other MINI models will be produced at the MINI Plant in Oxford, which remains the heart of MINI production. The United Kingdom will continue to be the home of the MINI brand.



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The values of fuel consumption, CO₂ emissions, electricity consumption and range shown are determined according to the test procedure defined in the European Directive VO (EU) 2007/715 in the version applicable at the time of type approval. The figures refer to vehicles with basic configuration in the automotive market in Germany. The ranges shown take account of the NEDC values which encompass the different size of wheels and tyres available on the selected model, the WLTP values include the effects of any optional equipment.

All the values are measured according to the new WLTP (Worldwide Harmonised Light-Duty Vehicles Test Procedure). Listed NEDC values (New European Driving Cycle) were as necessary converted to the NEDC test procedure. The measurement of taxes and other duties for these vehicles, which (also) use CO₂ emissions, and as necessary for purposes of vehicle-specific requirements are based on WLTP values. Other information on the WLTP and NEDC test procedures is also available at www.bmw.de/wltp.

Further information on official fuel consumption and official specific CO₂ emissions of new passenger cars is given in the 'Handbook of fuel consumption, the CO₂ emissions and power consumption of new passenger cars', which can be obtained free of charge at all sales outlets and from Deutsche Automobil Treuhand GmbH (DAT), Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen, and at <https://www.dat.de/co2/>.

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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 with representatives in more than 140 countries.

In 2020, the BMW Group sold over 2.3 million passenger vehicles and more than 169,000 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 worldwide.

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.

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