



MINI CORPORATE COMMUNICATIONS

Media Information

23 June 2026

1,000,000 Kilometres in a MINI Cooper D: Anniversary Drive to Plant Oxford and the Start of a New Mission.



1,000,000 km in 12 years in a MINI Cooper D +++ Record achievement with the original engine and fuel consumption of 2.95 l/100 km +++ On 20 June 2026, MINI owner reaches the milestone at Plant Oxford, just in time for the 25th anniversary of the modern MINI +++

Munich/Oxford. One MINI, one mission – and now a milestone: on 20 June 2026, a MINI Cooper D reached the 1,000,000 kilometres mark at Plant Oxford.

For the owner, Peter Kirchoff, this number is far more than just a statistic. It represents passion, commitment, and an extraordinary bond between him and his MINI.

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Page 2

Peter Kirchoff configured the car exactly to his personal preferences – precisely 30 years after his very first driving lesson. “Even though the vehicle was mainly intended for long-distance journeys, as a MINI fan there was never any other option for me.” Peter’s decision proved right: over the course of twelve years, the MINI became an exceptionally reliable companion both in everyday life and on long journeys across Europe.

From dream specification to long-distance legend

The vehicle impressed with a remarkable combination of efficiency and durability. Speaking on the durability of his MINI, Peter stated, “My MINI has never let me down: the original engine, no major repairs, no accidents – and sensationally low fuel consumption of 2.56 litres. Qualities other long-distance drivers can only dream of.”

“Nemo” – a name with character

The MINI was given a name early on - Nemo. The reason is as personal as it is easy to understand for anyone who sees the car. Peter had chosen Volcanic Orange paint with white bonnet stripes., Peter Kirchoff covered hundreds of thousands of kilometres with Nemo & has travelled through 25 countries, whilst turning the vehicle into the centerpiece of an extraordinary project.

The Project one M

The concept of reaching one million was no coincidence, but part of a clear plan. The “The Project one M” began when the vehicle was delivered by Autohaus Schmidt in Hamm. It was designed to run over twelve years – and was pursued with consistency. Anyone following Peter’s Facebook profile can see the precision behind the project: driving data has been continuously documented, analysed, and shared transparently. The result is a milestone that was not only driven, but systematically achieved.

Oxford – the emotional destination

The choice of destination to hit 1,000,000 km was deliberate: Oxford is the birthplace of the modern MINI and remains the heart of its

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Topic 1,000,000 Kilometres in a MINI Cooper D: Anniversary Drive to Plant Oxford and the Start of a New Mission

Page 3

production to this day. The first modern MINI rolled off the production line there on 26 April 2001.

Markus Grüneisl, Head of Plants Oxford and Swindon, said: “Oxford has been part of the MINI story since the first classic Minis rolled off the line here in 1959. As we celebrate 25 years of modern MINI production, this milestone is a fitting tribute to the expertise and dedication of our team, and we’re delighted to welcome Peter and his MINI to the plant. We are proud that a MINI built here can reach 1,000,000 kilometres with ease and still look this good.”

From one goal to the next stage

Reaching a million kilometers does not mark the end of the journey – Peter is already looking ahead. “Completing the Project one M is at the same time the start of the One Million Miles Project.” An ambitious goal – and one that perfectly matches the story of this British MINI.

And if Nemo should one day weaken?

That question has also crossed Peter’s mind – even if only in theory: “In the unlikely event that I do not make it to 1,000,000 miles, I will probably buy an Aceman JCW E.” A clear commitment to the evolution of the MINI brand.

A MINI for eternity

Nemo’s story is an impressive demonstration of what MINI stands for: character, efficiency, and driving fun – even across extreme distances. We wish Peter Kirchoff all the best for the next steps and believe his MINI is more than capable of many more hundreds of thousands of kilometers. In case of queries, please contact:

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Topic 1,000,000 Kilometres in a MINI Cooper D: Anniversary Drive to Plant Oxford and the Start of a New Mission

Page 4

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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 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 2025, the BMW Group sold 2.46 million passenger vehicles and more than 202,500 motorcycles worldwide. The profit before tax in the financial year 2025 was € 10.2 billion on revenues amounting to € 133,5 billion. As of 31 December 2025, the BMW Group had a workforce of 154,540 employees.

The economic success of the BMW Group has always been based on long-term thinking and responsible action. Sustainability is a key element of the BMW Group's corporate strategy and covers all products – from the supply chain through production to the end of their useful life.

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