



Media Information
5 December 2012

26p AN HOUR CAR HIRE SCHEME LAUNCHES IN LONDON TO THRILL FUN-DEPRIVED BRITS

A car hire service has today launched in the capital, offering MINIs for just 26p an hour. Taking inspiration from the 'Boris Bike' scheme, the docking station is located in the West End's bustling Berkeley Square and will run from 0800 - 1800 until Thursday 6th December for commuters to experience driving fun in a MINI Cooper for less than the cost of a chocolate bar.

The initiative comes off the back of new research revealing that Londoners have the least amount of fun in Britain, followed by their counterparts in Manchester and Birmingham – with 142, 148 and 152 minutes fun-time daily. This is compared to a smiling Swansea whose residents manage to find more than four hours (244 minutes) to enjoy themselves each day.

The cost of just 26p is an hourly rate based on a finance package of just £189 a month for a MINI Cooper (plus deposit) – a special finance offer designed to make MINIs more affordable.

There is no need to sign up first, just visit the MINI Fun Hire Service, insert 26p into the ticket machine, take your ticket and off you go. Staff will be on hand to introduce drivers to the delights of the MINI Cooper Hatch, with its famous go-kart handling and grin-inducing driving dynamics, and will accompany the driver for the hour and even drive it back from their end destination – ready for the next pleasure-poor Brit.

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The MINister of Finance at MINI, the face of the car manufacturer's MINifesto campaign, comments:

"My mission is to make MINIs more affordable for the masses, so I'm delighted to launch the MINI Fun Hire Service today. The research showed that Londoners in particular could do with little bit of fun in their lives so I hope that a zip across town in a MINI Cooper will bring some much needed pre-Christmas cheer."

The study showed that Brits have fun for an average of just over two hours a day – that is a mere ten per cent of their year. With more than half of Brits (54 per cent) blaming their fun-deprived days on their daily commute – and a further 42 per cent admitting they work too many hours to be able to enjoy themselves.

Men were found to have more fun than women, enjoying 151 minutes of laughter time on average each day compared to 146 minutes.

The top ten fun-deprived cities are:

1. London (142 minutes per day)
2. Manchester (148 minutes per day)
3. Birmingham (151 minutes per day)
4. Belfast (151 minutes per day)
5. Edinburgh (152 minutes per day)
6. Cardiff (153 minutes per day)
7. Leeds (155 minutes per day)

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8. Glasgow (180 minutes per day)
9. Derby (181 minutes per day)
10. Leicester (186 minutes per day)

Breakdown of age groups who have the least fun per day:

1. 25 – 34s (142 minutes per day)
2. 35 – 44s (146 minutes per day)
3. 45 – 54s (149 minutes per day)
4. Under 25s (185 minutes per day)
5. 55s and over (190 minutes per day)

-Ends-

This press release was issued by MINI Financial Services' PR agency, Mischief PR. For further information, visuals, and video content please contact Mischief PR on 020 3128 6600 / MINI@mischiefpr.com.

NOTES TO EDITORS:

About MINIfesto:

The MINIstry of finance campaign is dedicated to making MINIs affordable with the slogan – 'MINIs for the Masses'. The MINIster is the face of the MINIstry of Finance, dedicated to making MINIs more affordable in these hard financial times. For more information visit www.mini.co.uk

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About the research:

MINI used the independent online research company Fly Research which surveyed 1034 males and females aged 18 and over in November 2012. Fly is an online market research company. Its researchers are members of the MRS, PRCA, BPC and Esomar, and abide by their guidelines. Further information is available at <http://www.flyresearch.com/>

MINI Fun Hire Service – Terms & Conditions:

Official Fuel Economy Figures for the MINI Range in mpg (l/100km): Urban 26.4 – 67.3 (10.7 – 4.2). Extra Urban 44.8 – 80.7 (6.3 – 3.5). Combined 35.8 – 74.3 (7.9 – 3.8). CO2 emissions 184 – 99 g/km.

Example based on a 48 month Contract Hire agreement for a MINI Cooper Hatch 1.6 with Pepper Pack, and MINI tlc. This is not inclusive of insurance and maintenance. Deposit £4199, contract mileage 32,000 and excess mileage charge of 2.5p per mile. You must return the vehicle at the end of your agreement. MINI tlc provides scheduled service cover for the length of your agreement for 5 years or 50,000 miles (whichever comes first) at MINI Workshops; maintenance items (e.g. tyres, brake pads and 2nd brake fluid change) not covered; not transferable to another vehicle. Figures are correct at time of publication and are subject to change without notice. Hiring is subject to status and available in the UK only (excl. the Channel Islands). Offer valid for individuals aged 18 or over. Guarantees and indemnities may be required. Advertised hire facilities provided by MINI Financial Services, Bartley Way, Hook, Hampshire RG27 9UF. Retail customers only, when ordered and

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registered by 31 December 2012. All participants must be over the age of 21 and held a full UK drivers licence for at least 1 year. Where a participant cannot supply a complete copy of their valid driving licence the DVLA driver check service will be used for confirmation of driving licence validity with the participants consent. Participants will be accompanied by a MINI Park Lane employee in the car at all times. Cars may be hired for a maximum of 1 hour time slots. MINistry of Finance is not connected to or endorsed by any government department.