



Media Information
19 December 2012

2013 MARKS MAJOR MILESTONE AT MINI PLANT OXFORD

In 2013 MINI UK and its parent company BMW Group will celebrate 100 years of car-making at the site of MINI Plant Oxford. The focus point for the celebrations will be 28 March, which is 100 years to the day when the first Bullnose Morris Oxford rolled off the line.

As part of the commemorative exhibition at the Plant, MINI is keen to hear from any ex-employees and the families of ex-employees who would like to share photos and memories from the plant over the last 100 years.

Since 1913 tens of thousands of people – 26,000 at the peak in the 1950s and 60s - have worked on the site building over 11 million cars under brands including Austin Healey, MG, Wolseley, Riley, Austin, Mini, Vanden Plas, Princess, Triumph, Rover, Honda, Sterling, the founding marque Morris and over two million MINIs since 2000.

The Oxford plant has generated considerable wealth for the UK, as well as for many other countries around the world during its 100 years. Today, Plant Oxford manufactures the MINI hatchback, Convertible, Clubman, Clubvan, Roadster and Coupe, 80% of which are exported to over 100 global markets. It is currently undergoing a major investment in preparation for the third generation of new MINIs.

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A centenary exhibition at the Plant will incorporate stories and pictures from employees past and present. To share a story or a photograph please contact oxford100@mini.co.uk

Ends

The BMW Group

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI, Husqvarna Motorcycles and Rolls-Royce brands. As a global company, the BMW Group operates 29 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2011, the BMW Group sold about 1.67 million cars and more than 113,000 motorcycles worldwide. The profit before tax for the financial year 2011 was euro 7.38 billion on revenues amounting to euro 68.82 billion. At 31 December 2011, the BMW Group had a workforce of approximately 100,000 employees.

The success of the BMW Group has always been built 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. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last eight years.

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