



Press release  
07 August 2013

## **Birthday Celebrations in Oxford: The new MINI will be presented on Sir Alec Issigonis' 107th birthday.**

World premiere on November, 18 2013 as a homage to the creator of the classic Mini. Born in Britain: new model will be produced and revealed at MINI Plant Oxford. Two further exhibition premieres in the same week in Los Angeles and Tokyo.

**Munich / Oxford.** A new era of driving excitement, in-car-infotainment and premium quality in the small car segment is drawing ever closer. The new MINI will be unveiled on 18 November 2013, 107 years to the day since the birth of the man who started an automobile revolution, Sir Alec Issigonis. MINI Plant Oxford will host the world premiere, with a party in London that same evening.

The new MINI will also have its exhibition premiere in front of international audiences that same week, with an almost simultaneous unveiling in Los Angeles and Tokyo. On 20 November 2013, the limelight will shine on the new star of the premium small car segment, first at the Tokyo Motor Show, Japan, followed just hours later by the Los Angeles Motor Show in California, USA. The new MINI will go on sale in the first quarter of 2014.

## **Born in Great Britain, built in the best tradition.**

Just like its predecessor, the new MINI will be produced in Oxford. The start of production and the world premiere will mark additional highlights in a jubilee year for the MINI Plant, where automobiles have been built for more than 100 years at the historic Oxford location.

The world premiere will pay tribute to MINI's origins and the creator of the original icon. With the introduction of the Mini in 1959, Alec Issigonis revolutionised the automobile industry. A transversely mounted engine, front wheel drive, wheels set in all four corners and an advanced undercarriage not only delivered unparalleled cabin space for passengers and luggage on a small footprint, but also exceptional driving agility.

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# MINI

## Corporate Communications



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The concepts Issigonis introduced in the Mini became the foundation for many generations of small and compact cars. In their most modern form, those principals will continue to live on in the new MINI. Completely new engines and chassis technologies, MINI Connected innovations and refined premium quality will make it the new benchmark for driving enjoyment in its class.



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### The BMW Group

The BMW Group is the leading premium manufacturer of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 28 production and assembly facilities in 13 countries and has a global sales network in more than 140 countries.

In 2012, the BMW Group sold about 1.85 million cars and more than 117,000 motorcycles worldwide. The profit before tax for the financial year 2012 was euro 7.82 billion on revenues amounting to euro 76.85 billion. At 31 December 2012, the BMW Group had a workforce of 105,876 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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