



Media Information
November 18, 2013

New MINI makes worldwide debut at Plant Oxford

- All-new vehicle platform, evolutionary design, new fuel-efficient engines, more driving fun
- £750m investment in MINI UK production network

The new MINI has made its worldwide debut today (18 November) at MINI's UK production plant in Oxford and features all-new vehicle architecture, an evolutionary design and a range of new fuel-efficient engines to give owners even more fun behind the wheel. A £750 million investment across three of BMW Group's UK manufacturing facilities marks the launch of the new car with a new 1,000-robot body shop at Plant Oxford, the debut of new technologies at the steel body pressings operation in Swindon, and new machining and assembly facilities to produce a new generation of three and four-cylinder engines at the Hams Hall engine plant near Birmingham.

Prime Minister David Cameron said: "I was lucky enough to get an early preview of the new Mini - a classic British icon - during a visit to the factory in Oxford last month. This £750 million investment is great news for both the local and wider economy, along with the 5,500 workers whose jobs are safeguarded by this launch.

"Car manufacturing is a vital engine for growth. Production is back up to pre-recession levels and a car rolls off the line every 20 seconds in the UK. But we're not complacent. Our industrial strategy is a key part of the Government's economic plan and we're helping to drive the car industry further and faster with over £4bn of investment."

Harald Krueger, BMW Group's board member for production, said: "In our Oxford plant's centenary year, we are continuing the MINI brand success story and today starting production of the third model generation. Our total investment of £750 million in our British production locations of Oxford, Swindon and Hams Hall between 2012 and 2015 underscores the importance of the MINI production triangle within our global production network. The UK is the heart of MINI production – thanks to the experience, competence and strong commitment of all our employees."

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The investment means additional job security for the 5,500 associates currently working in the UK MINI production network. Besides a new state-of-the-art body shop, the Oxford plant also benefits from upgrades to its paint shop, its final assembly area and from a series of initiatives reducing the operation's carbon footprint and improving its waste management processes. The introduction of the new MINI has also seen a significant investment in the most extensive workforce training programme undertaken at the plant.

Even though there's instant recognition – something which comes from having such a globally identifiable design – the new MINI is completely new from the ground up in an effort to optimise its styling, function and performance. With its market launch in Spring 2014, the new car offers an enhanced standard specification, an extensive range of options to allow customers to adapt the car to their individual style, higher comfort levels, comprehensive safety technology including pedestrian protection and more innovative networking technology. Longer and wider than its predecessor, the new model provides more interior space for both the driver and passengers. Extensively revised suspension technology, reduced weight and increased rigidity have intensified the typical MINI go-kart feeling.

Commenting on the new model, Peter Schwarzenbauer, BMW Group's board member for MINI, BMW Motorrad, Rolls-Royce, Aftersales BMW Group said: "MINI is an inspiration for trend-setters and creative spirits the world over. And with our latest generation of MINI Hatch, we want to excite once again. To ensure the new generation of MINI Hatch is as successful as its predecessors, we have made just subtle modifications to its design. But beneath the outer skin is a brand-new car with state-of-the-art technologies seen for the first time at a small car. "

Ends

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.

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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.

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