



Media Information  
23 April 2014

## **MINI: STRONGEST RESIDUALS OF THE PACK**

New study finds MINI leads the industry with average depreciation of just 16.4 per cent

- MINI vehicles hold more of their value than any other brand, a new study by Glass's has revealed
- Industry leading average depreciation of just 16.4 per cent for MINI customers, potentially saving thousands of pounds for consumers, businesses and fleets
- MINI options can provide significant residuals uplift

MINI has the strongest UK residual values of 34 car manufacturers, an independent study by Glass's has found.

With an annual average depreciation of just 16.4 per cent, MINI customers benefit from the strongest residual values in the industry. Glass's study, which was revealed by Auto Express, scrutinised cars at one, three, five and seven years old to obtain fair depreciation figures.

MINI's industry leading depreciation figures means UK customers can experience depreciation up to 10 percentage points less on their vehicle per year compared with the worst performing manufacturers. This can amount to saving of thousands of pounds when selling the vehicle.

Andrew Jackson, Head of Analytics at Glass's, comments: "Considering that MINI operates within a classically high-RV-performing segment, combined with the desirable nature of the brand, meant that even for vehicles aged

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# MINI

## United Kingdom

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seven years, the percentage of cost new that can be expected from a MINI was appreciably more than any other brand.”

As well as strong residual values offered by entry level MINI models, many of the brand’s options and customisation choices further improve residual values for customers come resale time. This translates into affordable leasing rates ensuring MINI customers can enjoy the options they want on their vehicle for less.

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.

In 2013, the BMW Group sold around 1.963 million cars and 115,215 motorcycles worldwide. The profit before tax for the financial year 2012 was €7.82 billion on revenues amounting to €76.85 billion. As of the 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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