



Media Information
08 APRIL 2015

MINI RACES INTO 2015 WITH RECORD BREAKING Q1 SALES

- Best monthly sales performance for MINI since July 2001
- MINI Hatch sales up 265 per cent
- Follows record-breaking 2014 in which 53,900 MINIs were sold

MINI has raced into 2015, posting its strongest quarter one sales figures since the launch of the brand in 2001, with 14,961 cars sold so far this year.

The brand recorded a 51 per cent increase in registrations in the first three months of 2015 which follows a record breaking 2014, during which more than 53,900 MINIs were sold to UK buyers.

The driving force behind the sales success is MINI's Hatch range, which has seen a 265 per cent increase in sales since 2014.

The Hatch model line-up includes the brand's best-selling model, the multi-award winning 3-door Hatch alongside the new MINI 5-door Hatch which, since its launch in October 2014, has opened up the range to new customers.

The popularity of the MINI 5-door Hatch has also resulted in a year-on-year increase in MINI fleet sales of 142 per cent.

Also helping accelerate sales over the last two months is the ongoing popularity of the MINI Countryman following its mid-life refresh last year, with 2,625 sold year to date.

BMW Group Company

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Chris Brownridge, Director, MINI UK, said: "The MINI range continues to grow in size and popularity due to its unique blend of increased practicality and timeless desirability. And with our high performance John Cooper Works model soon to launch, 2015 is the most exciting year yet for MINI fans everywhere."

Ends

The BMW Group

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 30 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2013, the BMW Group sold approximately 1.963 million cars and 115,215 motorcycles worldwide. The profit before tax for the financial year 2013 was € 7.91 billion on revenues amounting to approximately € 76.06 billion. As of 31 December 2013, the BMW Group had a workforce of 110,351 employees.

The success of the BMW Group has always been based 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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