



Media Information  
26<sup>th</sup> January 2016

## **MINI Hatch wins Premium Supermini of the Year at 2016 Business Car Awards**

- MINI Hatch takes home the prize for the fourteenth year running
- Awards voted for by BusinessCar magazine readers

Readers of BusinessCar magazine have voted the MINI Hatch as Premium Supermini Car of the Year 2016. This marks the fourteenth consecutive year that the MINI Hatch has won the coveted award.

Excellent performance alongside low running costs and CO2 emissions, coupled with strong residual values are just some of the qualities of the MINI 3-door Hatch which have continued to win over BusinessCar magazine readers for nearly a decade and a half.

New to the range in September 2014, MINI 5-door Hatch has been a runaway success since launch. As well as sporting two extra rear doors, the MINI 5-door has improved legroom, a practical third rear seat and larger boot.

Commenting on the award, James Morrison, Corporate Development Manager at MINI UK, said: "We are delighted to win the award for Premium Supermini of the Year for the fourteenth year in a row. The corporate market is extremely relevant for MINI and has grown even more so with the addition of the MINI 5-door Hatch in 2014.

"We're therefore very proud to receive this award as voted for year after year by drivers and readers of BusinessCar magazine, as it is testament to the importance we are continuing to place on this segment."

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Editor of Business Car magazine, Paul Barker said: “This is an incredible fourteenth BusinessCar Award for the Mini hatch, a car that continues to offer incredible residual values, premium branding, a top-notch driving experience and the charm and cheeky looks that Mini is renowned for.

“The continued success is well deserved in the face of ever-increasing competition, but it’s still no surprise to see that our readers have once again chosen the Mini as BusinessCar’s Premium Supermini of the Year.”

For further information on the MINI Hatch, please see [www.mini.co.uk](http://www.mini.co.uk).

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### **BusinessCar Awards:**

The BusinessCar Awards are unique in that they are the only awards decided by the fleet industry itself, with the readers of the magazine and BusinessCar.co.uk voting for the products, services and companies that best support their businesses.

Rather than being decided by a panel of experts, the BusinessCar Award winners are chosen by the people relying on them to help efficiently run their businesses on a daily basis.

BusinessCar is a leading and award-winning fleet industry title offering independent, impartial and honest fleet industry news, advice, information and reviews.

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#### 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 2015, the BMW Group sold approximately 2.247 million cars and nearly 137,000 motorcycles worldwide. The profit before tax for the financial year 2014 was approximately € 8.71 billion on revenues amounting to € 80.40 billion. As of 31 December 2014, the BMW Group had a workforce of 116,324 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.

[www.bmwgroup.com](http://www.bmwgroup.com)

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[www.youtube.com/miniuk](http://www.youtube.com/miniuk)