

DOUBLE WIN FOR MINI AT AUTO EXPRESS AWARDS 2016



07/2016
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- MINI Hatch is 'Best Premium Small Car' for third consecutive year
- Newly introduced MINI Convertible is 'Best Convertible' 2016
- MINI Hatch and MINI Convertible provide "benchmark in terms of style, quality, desirability and driving thrills, while being great value for money" – Steve Fowler, editor-in-chief at Auto Express

Auto Express magazine has awarded MINI two sought-after honours at the publication's annual New Car Awards.

MINI Hatch was awarded 'Best Premium Small Car' for the third consecutive year, retaining its position at the front of the competitive pack. Also enjoying its moment in the spotlight, the new MINI Convertible was awarded with the publication's 'Best Convertible' title.

Steve Fowler, editor-in-chief, Auto Express said: "MINI Hatch remains our favourite premium small car two years after it claimed our overall Car of the Year trophy. It provides the benchmark in terms of style, quality, desirability and driving thrills, while being great value for money. And now it's been joined by the MINI Convertible as a winner, too, a car that shares all of the MINI's winning attributes with an added dose of fun."

Starting at £14,075, the MINI 3-door Hatch is packed with style and technology and has been a runaway success since its introduction in 2014 – the same year that Auto Express named MINI Hatch 'Car of the Year'. MINI 5-door Hatch, introduced later in 2014, offers the same great style and driving dynamics at its 3-door sibling, but with an extra dose of everyday usability – a 72mm longer wheelbase creates more cabin space and a larger boot.

Introduced in March 2016, the new MINI Convertible is more dynamic, stylish, practical and refined than ever before. Priced from £18,475, it features a fully electric roof that's quieter and more refined, boot volume has been increased by 25 per cent and there is now more space for rear seat passengers. Exceptionally high levels of standard equipment differentiate MINI Convertible from its competitors - MINI Visual Boost Radio, MINI Connected, Bluetooth, Rear Parking Distance Control and Rear Reversing Camera are standard across the range.

With 29,415 examples of the previous MINI Convertible models sold from 2011-2015, it is the best-selling convertible vehicle in the UK

For all of the judges' comments and winners, please see www.autoexpress.co.uk/awards. Further information about MINI Hatch, MINI Convertible and the entire MINI range can be found at www.mini.co.uk.

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 2015, the BMW Group sold approximately 2.247 million cars and nearly 137,000 motorcycles worldwide. The profit before tax for the financial year 2015 was approximately € 9.22 billion on revenues amounting to € 92.18 billion. As of 31 December 2015, the BMW Group had a workforce of 122,244 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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MINI Press Office Contacts:

Sarah Morris
Tel: 07815 370747

MINI Media Relations Executive
Email: Sarah.Morris@mini.co.uk

Chris Overall
Tel: 07815 370990

MINI Media Relations Manager
Email: Chris.Overall@mini.co.uk

Piers Scott
Tel: 07815 378190

General Manager, Product and Internal Communications
Email: Piers.Scott@bmw.co.uk

Graham Biggs
Tel: 07815 376867

Corporate Communications Director
Email: Graham.Biggs@bmw.co.uk

Media website: www.press.bmwgroup.co.uk
www.mini.co.uk
www.twitter.com/miniuk
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