



Media Information

MINI 5-DOOR HATCH WINS 'BEST COMPACT SME COMPANY CAR' FOR THE THIRD CONSECUTIVE YEAR.

MINI 5-Door Hatch has won Best Compact SME Company Car at the 2018 Business Car Manager SME Company Car of the Year awards.

Judged by an independent panel, this is the third consecutive year that the MINI 5-Door Hatch has won the award thanks to its highly appealing design, low running costs and competitive company car taxation rates.

Editorial director at Business Car Manager, Ralph Morton, said: "The MINI Hatch has come to dominate this sector. No wonder. It offers all the charisma you could want, with added extras of low running costs and competitive company car taxation rates. The independent judges have picked the MINI for the third successive year - testament to the car's enduring appeal to the SME market."

Steve Roberts, Head of Corporate and Used Sales at MINI UK said; "Winning this award for the third year in a row is a huge achievement, and reflects the positive growth that MINI has achieved within the corporate market. The MINI 5-Door Hatch has been popular with SME customers since its launch in 2014, so we're very proud to have won this award again."

The award from Business Car Manager comes as MINI prepares to launch the new MINI 5-Door Hatch in the UK on 24 March 2018, further enhancing the brand's offering in the SME fleet market. Featuring new technology, cutting-edge connectivity, standard-fit front and rear LED lights and an advanced dual-clutch automatic gearbox, the new MINI 5-Door Hatch is focused on refining driver appeal and offering customers core new technologies.

In addition to the 5-Door Hatch, MINI has strengthened its product offering for corporate and SME fleet customers in recent years with the introduction of the larger MINI Clubman and new MINI Countryman models. In June 2017, the brand introduced its first electrified and most fleet-focused vehicle to date, the MINI Countryman Plug-in Hybrid. Combining the efficiency of a hybrid with the practicality of a crossover, its 26-mile pure-electric range opens up the possibility of fuel-free commuting.

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The BMW Group

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, 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 31 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2017, the BMW Group sold over 2,463,500 passenger vehicles and more than 164,000 motorcycles worldwide. The profit before tax in the financial year 2016 was approximately €9.67 billion on revenues amounting to €94.16 billion. As of 31 December 2016, the BMW Group had a workforce of 124,729 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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