



Media Information

MINI CONVERTIBLE VICTORIOUS AT AUTO EXPRESS AWARDS 2018

The MINI Convertible today won “Best Convertible” at the 2018 Auto Express Awards.

Steve Fowler, Editor of Auto Express said “The MINI Convertible has always been a popular drop-top, and the newly facelifted third-generation version is the best yet.

This is a car offering open-top fun and thrills in a supermini-sized and shaped package, and with a broad line-up of trims and engines there’s a MINI Convertible for almost any driver”.

This year the MINI Convertible celebrated its 25th Anniversary with a special edition vehicle. Since its launch in 2016, over 14,000 vehicles have been sold in the UK making it the best-selling Convertible in the UK.

David George, Director, MINI UK commented on the win, “To win this award is a great achievement, and testament to the importance we place on the model within our product line-up. With the product refresh earlier this year, we’re delighted that the MINI Convertible continues to be the best-selling Convertible in the UK”.

Upgraded in March 2018, the new MINI Convertible is more stylish, practical and sophisticated than ever before. Priced from £19,795, it features a fully electric roof which opens and closes in just 18 seconds and a brand new 6.5 inch infotainment system.

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.

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.

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Ends

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 2016, the BMW Group sold approximately 2.367 million cars and 145,000 motorcycles worldwide. The profit before tax 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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