



10 MILLIONTH MINI BUILT AS BRAND CELEBRATES 60TH YEAR

- MINI celebrates the 10 millionth MINI produced since 1959.
- 10 millionth car is a MINI 60 Years Anniversary Edition.
- Milestone achieved during brand's 60th year.
- To celebrate 60 years, MINI brings together one car from each year of production – 60 cars from 60 years.

As MINI continues to celebrate its 60th anniversary, the brand has achieved a new feat as the ten millionth MINI produced globally since 1959 rolled off the assembly line.

The landmark car – a MINI 60 Years Anniversary Edition – was built on July 24th 2019 at MINI Plant Oxford and will take pride of place in today's special event at Oxford.

To celebrate the brand's 60th anniversary, MINI has been on the hunt for 60 owners of 60 cars, one from each year of production - with 60 personal stories from across the decades. Shared across the MINI digital channels throughout the year, the stories from owners around the UK shows the love they have for their cars and the important part they have played in so many people's lives.

Today, MINI has bought together these cars at Plant Oxford for a special birthday gathering, before heading to the International MINI Meeting in Bristol, an annual festival for MINI fans globally. The cars will be led by 621 AOK – the very first Mini built - with the 10 millionth MINI bringing up the rear.

Launched in 1959 and designed by Alec Issigonis, the classic Mini revolutionised the automotive world and was produced at Oxford until 1968, before moving to Longbridge, near Birmingham, where it continued to be built until October 2000. Between 1959 and 2000 more than 5.3 classic Minis were built.

BMW Group Company

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Since the brand's rebirth in 2001 under BMW ownership, sales around the world have gone from strength to strength. Last year nearly 400,000 MINIs were sold in 110 countries across the globe.

Three UK plants have a part to play in MINIs production today – Hams Hall near Birmingham makes engines, Swindon produces the body pressings and sub-assemblies for MINI, and this all comes together at the Oxford manufacturing plant with body shell production, paint and final assembly.

Daily output at Oxford has grown from around 300 cars a day in 2001 to around 1,000 today. The 4,500 strong workforce at Oxford produce one new MINI every 67 seconds.

Since 2000, over £2 billion has been invested by BMW Group in its UK manufacturing sites and, at Oxford this has included an extension to the plants body shop and new facilities in the paint shop and final assembly areas. In November 2019 the MINI Electric will begin production at Oxford and mark the beginning of a new era for the brand.

Peter Weber, managing director, MINI Plant Oxford and Swindon, said “As we celebrate 60 years of our iconic brand and look towards an electric future, I would like to thank everyone who has made MINI such a global success, from my team here to the loyal customers and fans around the world. To see the 10 millionth MINI roll of the production line here at Oxford was a moment of great pride for the whole team, a number of whom have relatives who were here building the very first Minis in 1959. This is a wonderful chapter in the MINI story and proof of the passion that our customers have for this very special British car.”

Just as Alec Issigonis' first car did in 1959, MINI has continued to push the boundaries, whilst keeping creative use of space, driving fun, style and individualisation at its core.

Models built at Oxford today include the three and five door MINI Hatch and MINI Clubman. Around 80 per cent of MINIs built in Oxford are exported. The Convertible and Countryman models are built in The Netherlands.

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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.

The BMW Group production network comprises 30 production and assembly facilities in 14 countries; the company has a global sales network in more than 140 countries.

In 2018, the BMW Group sold over 2,490,000 passenger vehicles and more than 165,000 motorcycles worldwide. The profit before tax in the financial year 2018 was € 9.815 billion on revenues amounting to € 97.480 billion. As of 31 December 2018, the BMW Group had a workforce of 134,682 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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