



Media Information

## MINI CONVERTIBLE WINS CARBUYER'S BEST CONVERTIBLE 2020.

- **MINI Convertible wins Carbuyer award for third time in a row**
- **Over 24,000 MINI Convertible sales since 2016 make it the UK's best-selling convertible**

The MINI Convertible has won Best Convertible at the annual Carbuyer Best Car Awards 2020, marking its third consecutive win in this category.

Proving itself against its nominated class rivals, the MINI Convertible impressed against judging criteria including running and ownership costs, driver appeal, comfort, practicality and safety.

James Batchelor, Editor-at-large and Head of Motoring Video said: "The MINI Convertible is a top-seller because it serves up feel-good fun, low running costs and a stylish interior for an affordable price. It's proof you can enjoy the convertible lifestyle on a supermini budget."

Since this generation came onto market in 2016, the MINI Convertible has outsold its rivals every year. With a total of over 24,000 delivered to customers so far, it is the UK's best-selling convertible.

David George, Director, MINI UK said, "Winning Carbuyer's Best Convertible for the third year in a row is an incredible accomplishment. The MINI Convertible is special because of its trademark go-kart handling, but with added open-air fun in a MINI package, and this award is really testament to that."

Its iconic design and clever interior packaging is matched with lots of high-level standard equipment including a 6.5" infotainment screen, Bluetooth functionality with USB audio, Rear Park Distance Control (PDC), LED mood lighting and fully electric roof.

BMW Group Company

Postal Address  
MINI UK  
Summit One  
Summit Avenue  
Farnborough  
Hampshire  
GU14 0FB

Telephone  
+44 (0) 1252 920 000

Internet  
[www.mini.co.uk](http://www.mini.co.uk)

On the road pricing begins from £20,085 for the MINI Cooper Convertible Classic.

Further information about the MINI Convertible and the entire MINI range can be found at [www.mini.co.uk](http://www.mini.co.uk).

## 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. The BMW Group production network comprises 31 production and assembly facilities in 15 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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Google+: <http://googleplus.bmwgroup.com>

### MINI Press Office Contacts:

Helen Wilson  
MINI Media Relations Executive  
Tel: 07815 372480  
Email: [Helen.Wilson@mini.co.uk](mailto:Helen.Wilson@mini.co.uk)

Georgina Cox  
MINI Media Relations Manager  
Tel: 07815 370878  
Email: [Georgina.Cox@mini.co.uk](mailto:Georgina.Cox@mini.co.uk)

Emma Begley  
General Manager, Product and Internal Communications  
Tel: 07815 371062  
Email: [Emma.Begley@bmw.co.uk](mailto:Emma.Begley@bmw.co.uk)

Graham Biggs  
Corporate Communications Director  
Tel: 07815 376867  
Email: [Graham.Biggs@bmw.co.uk](mailto:Graham.Biggs@bmw.co.uk)

Media website:  
[www.press.bmwgroup.co.uk](http://www.press.bmwgroup.co.uk)  
[www.mini.co.uk](http://www.mini.co.uk)  
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