



Putting vegan food in the driving seat – MINI and BOSH! cook up new partnership.

MINI UK is proud to announce vegan food duo Henry Firth and Ian Theasby, creators of BOSH!, as new brand ambassadors for 2021.

Henry and Ian are famed for cooking up tasty vegan recipes and have penned four cookery books and one lifestyle book in the last three years, including more than 500 recipes.

BOSH! are passionate about sustainable living and driving electric is another important step towards a more environmentally friendly world. In their new MINI Electric cars, Henry and Ian will be heading out onto the road emissions-free, showcasing how their ethical thinking extends beyond the kitchen.

BOSH! co-founders Henry Firth & Ian Theasby said, “We’re buzzing to be MINI UK ambassadors. We both used to be meat-eaters but switched to the joys of living life on the veg. Our mission is to show that you really can enjoy the best of both worlds, whether that’s eating vegan food or switching to electric driving – the food is just as delicious, and the cars are just as fun to drive!”

David George, Director, MINI UK said, “BOSH! are perfect ambassadors for MINI and our electric vehicle, demonstrating how making simple lifestyle changes can have great benefits, and we’re really looking forward to working with them throughout 2021.”

MINI launched its first fully electric vehicle (EV) in 2020, and it’s been a roaring sales success ever since. With its hallmark MINI features and the added benefits of EV technology, acceleration of 0-62 in 7.3 seconds and a range of up to 145 miles (WLTP) on a single charge, the car is the perfect choice for the environmentally conscious who don’t want to compromise on style or substance.

The MINI Electric is available in three different trim levels, as well as the new Electric Collection model, priced from £27,920 RRP.

For more information and to learn more about the benefits of switching to electric please visit https://www.mini.co.uk/en_GB/home/range/mini-electric.html.

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 2020, the BMW Group sold over 2.3 million passenger vehicles and more than 169,000 motorcycles worldwide. The profit before tax in the financial year 2019 was € 7.118 billion on revenues amounting to € 104.210 billion. As of 31 December 2019, the BMW Group had a workforce of 126,016 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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BOSH!, Henry Firth & Ian Theasby

Childhood friends from Sheffield, Henry Firth and Ian Theasby are BOSH!. In June 2016, they launched what has now become the biggest online vegan recipe channel in the world, reaching 26 million views a month and over 2 billion views in total. They're the brains behind four Sunday Times Bestselling cookbooks, including the UK's bestselling vegan cookbook of all time, and are the stars of ITV's vegan cookery series 'Living on the Veg'. Totally powered by plants, BOSH! create mouthwatering meat and dairy-free recipes that are shared across their social channels (@bosh.tv) and the globe. They have two British Book Awards under their belts and have been published in 8 languages.

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