



Media Information

## The MINI Hatch is Auto Trader's Most Fun Car to Drive.

The MINI Hatch has been awarded 'Most Fun Car to Drive' at the 2021 Auto Trader New Car Awards.

Erin Baker, Editorial Director of Auto Trader, said: "With their short wheelbase and nippy, cheeky character, it's a deserved win. Owners commented on the "go-kart feel and acceleration" and the fact that MINIs "don't take themselves too seriously".

The MINI Hatch, which took the same award in 2019, was decided the 'Most Fun Car to Drive' by 148,000 UK car owners who took part in a comprehensive survey to understand the honest opinions of those who have bought, driven and lived with their new vehicles. They rated their cars across different criteria, including reliability, performance, appearance and running costs, as well as detailing their overall satisfaction with the car and if they would recommend it to others.

David George, Director, MINI UK said "Being fun to drive and putting a smile on the driver's face is one of the most important parts of MINI's DNA, so to officially win Auto Trader's 'Most Fun Car to Drive' is a brilliant and very fitting award for the MINI Hatch."

All the winners from the Auto Trader New Car Awards 2021 can be found [here](#).

Information on the 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.

BMW Group Company

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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 2020 was € 5.222 billion on revenues amounting to € 98.990 billion. As of 31 December 2020, the BMW Group had a workforce of 120,726 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

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