



Media Information

HRH The Prince of Wales celebrates 20 years of modern MINI production at Plant Oxford.

In celebration of twenty successful years of modern MINI production, His Royal Highness The Prince of Wales visited the home of the brand at MINI Plant Oxford today, to meet the people behind the cars and to get an insight into the manufacturing processes and developments in sustainable production.

His Royal Highness toured the site's assembly hall, where he was able to meet some of the 130 apprentices, as well as staff who were closely involved in integrating the manufacturing of the MINI Electric onto the standard production line, making Oxford the first BMW Group plant in the world to build fully electric and combustion cars on the same line. The MINI Electric was launched internationally in 2020 and has been so warmly received by customers that production will double in 2021. The Prince of Wales drove a MINI Electric off the production line as part of his visit. He was also introduced to members of the MINI team whose families have worked at the plant over a number of generations, across the decades.

Peter Weber, Managing Director, Plant Oxford said: "It was an absolute honour and pleasure to welcome HRH The Prince of Wales to the heart of the MINI brand here in Oxford and we were delighted that he could join us to mark this important manufacturing milestone. Over the past twenty years, the commitment and passion of our associates, nearly a quarter of whom were with us when the first car rolled off the line in 2001, has helped to strengthen MINI's reputation around the world. It's fantastic for this special celebration to have been recognised with such a memorable royal visit. It was a real highlight to see His Royal Highness drive one of our MINI Electrics off the production line today."

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

MINI Plant Oxford has been at the heart of its community for over 108 years and employs over 3700 highly-skilled employees and apprentices, who together build 1000 MINIs a day - one every 67 seconds.

MINI will be the first BMW Group brand to go fully electric by the early 2030s. Plant Oxford has played a pivotal role in making MINI production more sustainable over the past 20 years and will continue to do so as it plays an important part in BMW Group's strategy to reduce emissions from its production plants globally by 80 per cent by 2030, compared to 2019.

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 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.

www.bmwgroup.com

Facebook: <http://www.facebook.com/BMWGroup>

Twitter: <http://twitter.com/BMWGroup>

YouTube: <http://www.youtube.com/BMWGroupView>

Instagram: <https://www.instagram.com/bmwgroup>

LinkedIn: <https://www.linkedin.com/company/bmw-group/>

MINI Press Office Contacts:

Kimberley Ragousis
BMW Group Corporate Communications Manager
Tel: 078153 74418
Email: Kimberley.Ragousis@bmwgroup.com

Georgina Cox
MINI Media Relations Manager
Tel: 07815 370878
Email: Georgina.Cox@mini.co.uk

Emma Begley
General Manager, Product and Internal Communications
Tel: 07815 371062
Email: Emma.Begley@bmw.co.uk

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

MINI UK
Media Information

HRH THE PRINCE
OF WALES
CELEBRATES 20
YEARS OF MODERN
MINI PRODUCTION
AT PLANT OXFORD.

09/06/2021
page 3

Graham Biggs
Corporate Communications Director
Tel: 07815 376867
Email: Graham.Biggs@bmw.co.uk

Media website:
www.press.bmwgroup.co.uk
www.mini.co.uk
www.twitter.com/miniuk
www.facebook.com/miniuk
www.youtube.com/miniuk

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