



Media Information

MINI announces roar-some new partnership with Longleat.

MINI UK is proud to announce a new partnership with Longleat, the UK's No.1 Safari Park, beginning this summer.

Kickstarting the relationship is a MINI Safari takeover from 21st - 31st August, which will allow families attending Longleat to go on a special animal adventure in a MINI Countryman Plug-In Hybrid (PHEV), whilst also raising funds for Tusk, a wildlife conservation charity close to Longleat's heart.

As part of the partnership MINI will also provide Longleat with a pride of animal-print MINI Countryman PHEVs. With up to 26 miles of electric range available, the cars will help make their on-site movements around the estate more sustainable, whilst also providing flexibility to attend their off-site educational outreach further afield.

David George, MINI UK Director for UK & Ireland, says, "We are all animal-lovers in the MINI team so we're really excited to be partnering with Longleat, a brand that shares our core values and adventurous spirit. The MINI Countryman Plug-In Hybrid is both spacious and versatile; the perfect fit to enable Longleat to carry out the important work they do, whilst supporting their future sustainability ambitions. Hopefully the animals will approve too!"

Longleat's animal team will also use the MINI Countryman PHEVs to travel around the park as they carry out duties such as helping feed the animals, maintenance work, veterinary runs and delivering equipment and supplies around the estate.

Shaun Steel, Commercial Director at Longleat, says, "As the first Safari Park created outside of Africa, Longleat has always led the way in creating magical animal encounters for families, with conservation and animal welfare also key in our values. We're thrilled to be partnering with MINI, a brand that's synonymous with adventure and bringing a smile to people's faces. The new fleet of MINI Countryman Plug-In Hybrids are important for our on-site work with the animals and off-site educational outreach, as well as fitting-in with our sustainability ambitions; they are the perfect addition to our pack!"

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For more information about the partnership between MINI UK and Longleat Safari Park, please visit https://www.mini.co.uk/en_GB/home/mini-news/longleat.html

To learn more about the MINI Countryman Plug-In Hybrid, please visit https://www.mini.co.uk/en_GB/home/range/mini-plug-in-hybrid.html

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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 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.

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About Longleat

Set within 900 acres of Lancelot 'Capability' Brown landscaped grounds, Longleat House is widely regarded as one of the best examples of high Elizabethan architecture in Britain and one of the most beautiful stately homes open to the public.

Home to the Marquesses of Bath since the 1600s, Longleat has been welcoming visitors for more than 400 years. The Wiltshire estate was the first to open its doors to the public back in 1949 and totally re-defined the world of tourism in 1966 when it launched the only drive-through safari park outside of Africa.

Today it is one of the UK's most iconic and popular family attractions, annually attracting around a million visitors with its unique mix of magical wildlife encounters, rich history, astonishing family experiences and year-round programme of immersive events and festivals.

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