



Media Information

One millionth MINI delivered in the UK.

MINI has delivered its one-millionth car sold in the UK, just over 20 years since the start of modern MINI production began in 2001.

MINI has sold over 5.1 million cars globally in the past two decades, and the UK is the brand's largest market.

David George, Director of MINI UK, said: "To have sold over one million MINIs in just 20 years is a remarkable milestone; we are all extremely proud. This achievement is testament to the fantastic cars we've built and launched during that time, our customers' continued love for MINI, and the strength and unwavering dedication of our retail network.

As we see the increasing demand for our MINI Electric and MINI Countryman Plug-In Hybrid models, which account for nearly a fifth of global electrified sales, we're excited to see what the next twenty years hold, as we transition into our fully electric future."

MINI will launch its last model with internal combustion engine in 2025 and, by 2027, the share of all-electric vehicles in global MINI sales will be at least 50 percent. In the early 2030s, MINI will be the first BMW Group brand to go fully electric.

Ends

The BMW Group

BMW Group Company

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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

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