



## Media Information

# The MINI future strategy: sustainability, diversity, innovation, profitability and optimism.

- Reinforced commitment in the crossover and premium compact segments, and in the automotive market in China.
- New MINI vehicle concept in the premium compact segment currently in development.
- Next generation MINI Countryman will launch in 2023 and be built at BMW Group Plant Leipzig.
- MINI Convertible production will return to Plant Oxford in 2025.

Consistent alignment on electrification and digitalisation, conquering additional target groups and markets, and community and social engagement, form the core of the future strategy of MINI. As a premium small and compact car brand operating globally in 109 countries, MINI is committed to continuing its success story with strategic expansion of the product range, technology innovations and new production sites. The objective is to significantly enhance popularity and profitability over the next decade.

MINI's strategy is defined from numerous opportunities provided by the current transformation taking place in the automotive sector. They are grounds for confidence and optimism about the ongoing development of the brand. In September 2021, MINI succeeded in achieving an increase in sales of 7.9 percent in comparison with the same period in 2020, with the growing enthusiasm for electromobility particularly notable. Electrified models now make up more than 15 percent of global sales.

MINI is pursuing the strategic sustainability goals of the BMW Group by consistently reducing CO<sub>2</sub> emissions over the entire value chain. Innovative materials and enhanced use of secondary raw materials also contribute to greater sustainability.

MINI is using the options offered by digitalisation for intuitive control systems and innovative forms of individualisation. The brand empowers its customers to achieve seamless integration of the vehicle in their digital lifestyle and defines benchmarks in mobility sharing. The MINI App is also morphing into a digital platform for the global MINI Community.

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](http://www.mini.co.uk)

“MINI was always the answer to very special challenges for individual mobility. And the willingness to rethink the status quo defines the brand to the present day,” says Bernd Körber, Head of MINI. “Alongside electromobility, the development of new target groups and sales markets is a key factor for the future of MINI.”

Electric vehicles will make up 50 percent of total global MINI sales by 2027. In 2025, the last new MINI model powered with a combustion engine will be launched and complete electrification of the MINI model range will take place by the early 2030s.

From 2023, MINI will present the first model in a new generation of cars powered by an all-electric drivetrain. The future core portfolio of all-electric powered vehicles will include the MINI 3-Door Hatch, a new crossover in the small-car segment and the next generation MINI Countryman in the compact segment. MINI is also developing concepts for John Cooper Works models with an electrified drivetrain.

MINI's small-car models and the next generation MINI Countryman in the premium compact segment will also be available with conventional combustion engines.

Another component in the strategy for profitable growth is MINI's enhanced commitment in the premium compact segment. Alongside the successor to the current MINI Countryman, a new vehicle concept is being developed. This will meet the wishes of many customers for additional space and comfort, and increased variability.

The automotive market in China continues to undergo dynamic growth. In order to take part in the positive development of the world's biggest automotive market and sell a significantly higher number of cars there, MINI will soon move from the status of an import brand to a local manufacturer. From 2023 onwards, the new models of the small-car segment developed for e-mobility will be produced in China. Production will be located at the newly constructed automotive plant in the east of China. MINI will use the cars produced there to meet the increased demand in China and the other global markets.

Production of the next generation MINI Countryman will also be launched in 2023 and the car will be built at the BMW Group Plant Leipzig, making it the first MINI Made in Germany. All other MINI models, including the MINI Convertible set to launch in 2025, will be produced at the MINI Plant in Oxford, which remains the heart of MINI production. The United Kingdom will continue to be the home of the MINI brand.

**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](http://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:**

Helen Wilson  
Senior Press Officer, BMW & MINI Communications  
Tel: 07815 372480  
Email: [Helen.Wilson@bmw.co.uk](mailto:Helen.Wilson@bmw.co.uk)

Georgina Cox  
MINI Media Relations Manager  
Tel: 07815 370878  
Email: [Georgina.Cox@mini.co.uk](mailto:Georgina.Cox@mini.co.uk)

Emma Begley  
General Manager, Product and Internal Communications  
Tel: 07815 371062  
Email: [Emma.Begley@bmw.co.uk](mailto:Emma.Begley@bmw.co.uk)

Graham Biggs  
Corporate Communications Director  
Tel: 07815 376867  
Email: [Graham.Biggs@bmw.co.uk](mailto:Graham.Biggs@bmw.co.uk)

Media website:  
[www.press.bmwgroup.co.uk](http://www.press.bmwgroup.co.uk)  
[www.mini.co.uk](http://www.mini.co.uk)  
[www.twitter.com/miniuk](http://www.twitter.com/miniuk)  
[www.facebook.com/miniuk](http://www.facebook.com/miniuk)  
[www.youtube.com/miniuk](http://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](http://www.mini.co.uk)