



Media Information

MINI showrooms welcome canine customers with Dogs Trust.

MINI retailers across the nation have been given the Dogs Trust golden paw of approval after training with the UK's largest canine welfare charity to offer dog-friendly showrooms.

Over the past year, to become dog-friendly the 131-strong network of MINI retailers have been going through a rigorous training programme, Dog Friendly Workplaces, developed and implemented by Dogs Trust Canine Behaviour experts, to make sure they provide pooches and their humans with the paw-fect service and experience.

"This is a really exciting next step in our work with Dogs Trust to help support our MINI and dog-loving customers. We recognise the big love they have for the dogs in their lives and now our four-legged fans will be able to enjoy the VIP treatment in all of our showrooms across the country," said Colette Healy, General Manager, Marketing and Product for MINI UK.

MINI worked with a team of Dogs Trust experts to create bespoke online training modules for staff across all retailers covering topics such as how to keep dogs safe in showrooms by creating dog-free and dog-friendly spaces, how to approach a dog, how to avoid hazards for dogs as well as how to manage four-legged customers to make both human helpers and dogs feel at ease. The next phase of the partnership is to deliver further in-depth training to nominated Dog Champions across the retailers to enhance the two and four-legged customer experience at showrooms across the UK.

"Dogs are an important part of family life – and now there are more dogs in this country than ever before, retailers are starting to give serious consideration as to how they can support their dog-owning customers. We're thrilled to be driving the way forward with MINI to build an accepting dog-friendly culture," said Rachel Casey, Director of Canine Behaviour and Research at Dogs Trust.

BMW Group Company

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Last year, [a survey](#) conducted amongst MINI UK customers showed that 9 in 10 dogs (91%) were happy riding in a MINI, rising to 95% for MINI Clubman owners¹, confirming every MINI model has features that make it ideal for dog owners and further emphasising the importance of implementing dog-friendly showrooms.

Whilst all MINI UK retailers will be welcoming dogs through the doors, the brand is also continuing its work to help make sure they travel safely and enjoy the ride by working with Dogs Trust canine behaviour experts to educate consumers on best practice for dogs and car journeys.

Visit the MINI Dogs Hub to find out more:

https://www.mini.co.uk/en_GB/home/mini-dogs-hub.html

To sniff out your local dog friendly showroom and find out more about the MINI UK and Dogs Trust partnership, please visit www.mini.co.uk.

Businesses who would like to find out more about Dogs Trust's innovative Dog Friendly Workplaces programme can join an introduction webinar being held on 27 July. To register for the webinar visit www.eventbrite.co.uk/e/dog-friendly-workplaces-introductory-webinar-tickets-372660436397, or visit <https://www.dogstrust.org.uk/get-involved/corporate-partnerships/dog-friendly-workplaces/> to find out more.

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 2021, the BMW Group sold over 2.5 million passenger vehicles and more than 194,000 motorcycles worldwide. The profit before tax in the financial year 2021 was € 16.1 billion on revenues amounting to € 111.2 billion. As of 31 December 2021, the BMW Group had a workforce of 118,909 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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¹ MINI and TBB conducted the biggest known dedicated study into dog happiness in cars, surveying over 1000 MINI UK owners on the database.
https://www.mini.co.uk/en_GB/home/mini-dogs-hub/9-out-of-10-dogs-love-mini.html

MINI UK
Media Information

MINI
SHOWROOMS
WELCOME
CANINE
CUSTOMERS
WITH DOGS
TRUST.

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About Dogs Trust

Dogs Trust is the UK's largest canine welfare charity and normally cares for around 14,000 dogs across its network of 20 rehoming centres in the UK and one in Dublin. Dogs Trust has a non-destruction policy and will never put a healthy dog to sleep. The charity also focuses its efforts on understanding dogs and sharing that knowledge with the wider public to prevent problem behaviours that can result in relinquishment or abandonment. We are working towards the day when all dogs can enjoy a happy life, free from the threat of unnecessary destruction.

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