



Media Information

Driving to your home for Christmas – The Festive MINI returns for 2022.

The Festive MINI is back and brighter than ever before, this year wrapped in 3,000 smart LED lights by creator Nicholas ‘Nico’ Martin and supported by MINI UK, to raise money for [MS Trust](#) and [Duchenne UK](#).

First started over four years ago, the MINI Electric is wrapped in 3,000 app-controlled twinkly lights, capable of generating customisable animations including light patterns and messages, and rhythms synced to your favourite song.

This year each individual light is available to sponsor for just £2, and to spread festive cheer and big love even further, Nico will be visiting as many streets as possible in his hometown throughout the festive period. The official ‘switch on’ of the Festive MINI 2022 will take place at The Lexicon Bracknell, on 25 November.

In December 2020, the illuminating car came to the rescue when Christmas switch on displays were cancelled due to lockdown, spreading much needed joy and bringing cheer and positivity to people on their own doorsteps, whilst also raising awareness and over £5,000.

Ahead of this year’s fundraising period, Nico said, “I’m delighted to be bringing the Festive MINI back for 2022 to raise more money for charities that are really close to my heart. I love having the opportunity to cheer people up whilst raising funds for the MS Trust and Duchenne UK”.

“My mother was diagnosed with Multiple Sclerosis seven years ago and the MS Trust were instrumental in supporting her to understand her condition and how to cope. Back in 2019 I was asked to take the Festive MINI to surprise an incredible young boy, Marcus Rooks, who had been diagnosed with Duchenne Muscular Dystrophy - a genetic condition that causes degeneration of muscles. It was

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incredible to see his smile light up and a reminder that the Festive MINI is truly special and brings joy to many each year”.

The Festive MINI is once again supported by MINI UK, helping Nico spread Big Love in his local area and beyond. Nico added: “The continued support from MINI is amazing and its brilliant to have the team involved again this year – while driving a MINI Electric helps to reduce my emissions whilst driving”.

Federico Izzo, Director, MINI UK said, “We’re very proud to support the Festive MINI Electric again this year, helping Nico’s incredible fundraising mission. It’s a fun and festive way to bring people together, spread big love and raise funds for some amazing charities.”

For more information on the Festive MINI tour and to keep updated on where it’s headed visit www.festivemini.com or follow his journey on [@drivingwithnico](https://twitter.com/drivingwithnico).

If you’d like to make a donation or request the Festive MINI to your home or business, please click [here](#).

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.

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About the MS Trust

130 people are diagnosed with multiple sclerosis every week in the UK. That's one person every two hours. An MS diagnosis can be devastating, for people with MS and their loved ones. You may feel lost, alone and uncertain about the future. But you don't have to deal with it alone. The MS Trust is here for everyone affected by MS, from the moment of diagnosis and throughout your journey.

We're here for you today, tomorrow and every day after that. We fight to make sure everyone affected by MS can access good quality, specialist care and live the best life they possibly can. We support and train your MS health professionals and fund MS specialist nurses and Advanced MS Champions across the UK. We produce practical, evidence-based information, online and in print, and our dedicated Enquiry Service team are a friendly and knowledgeable voice to speak to for anyone who needs to know more about MS.

<https://mstrust.org.uk/>

About Duchenne UK

Duchenne UK has one clear aim – to end Duchenne, a devastating muscle-wasting disease. As the leading Duchenne charity in the UK, they connect the best researchers with industry, the NHS and families to accelerate every stage of drug development. Together, we will find effective treatments for this generation of people living with DMD.

Duchenne muscular dystrophy (DMD) is the most common fatal genetic disease diagnosed in childhood. Children born with DMD cannot produce the protein dystrophin which is vital for muscle strength and function. Muscle weakness starts in early childhood. Many use a wheelchair by around the age of 12. As deterioration continues it leads to paralysis and a shortened life expectancy. It

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almost exclusively affects boys. In the UK there are around 2,500 boys affected and around 300,000 worldwide. It is classified as a rare disease.

Our president is HRH The Duchess of Cornwall. Our patrons include the broadcasters Krishnan Guru-Murthy and Mary Nightingale, and the sports stars Owen Farrell, Kris Radlinski and Andy Farrell. For more information visit <https://www.duchenneuk.org/>

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