



## MINI ANNOUNCES ALAN CARR AS FACE OF ITS PARTNERSHIP WITH DOGS TRUST

- Alan Carr stars in a new series of comedic sketches, highlighting why MINI is the number one dog-friendly car brand
- MINI celebrates second year of partnership with Dogs Trust, to help the nation's dogs travel happier
- Customers can select their next car with their canine companion in mind, using the MINI Dogs Hub or by visiting our dog-friendly retailers

MINI UK is pleased to announce Alan Carr as the face of its ongoing partnership with the UK's largest dog welfare charity, Dogs Trust. Passionate about man's best friend and MINI alike, Alan was considered the paw-fect person to front the partnership and shine a light on MINI's efforts to prioritise pooches.

To celebrate the announcement, Alan co-stars in a comedic sketch with Alan the poodle collie cross, aka 'The Real Star' who is announced as MINI's new ambassador. With screenwriting from Giles Bowen – acclaimed for some of Alan's best-known shows including 'Chatty Man' - Alan the dog schools Alan (Carr) on why MINI is consistently voted the number one car manufacturer for dogs and dog owners alike.

Watch the full video of Alan meeting Alan, [here](#).

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On choosing to work with MINI, Alan Carr said, "I love dogs and I've always driven a MINI. They always love jumping in the back ready to go walkies, whether they loved my driving that's another thing!! So I jumped at the chance of supporting MINI's partnership with Dogs Trust - it just made complete sense!"

Reflecting on the partnership, Federico Izzo, Director of MINI UK said, "I am incredibly proud of the progress we have made through our partnership with Dogs

Trust. As the UK's first dog-friendly car brand, we pride ourselves on helping dogs travel happier and I am therefore delighted to introduce Alan as our partnership ambassador to raise awareness of MINI's dog-friendly status."

Born from the entire MINI team's passion for dogs, the partnership was first launched in August 2021 with a mission to become the first official dog-friendly car brand by the end of 2022. Less than a year later following the completion of Dog Friendly Workplaces – a rigorous training programme developed by the Dogs Trust Canine Behaviour experts - MINI retailers across the country were given the golden paw of approval, becoming the first Dogs Trust approved, dog-friendly car retailers.

Dogs Trust Chief Executive, Owen Sharp said, "We're delighted to welcome Alan as the new face of our partnership with MINI. Over the last two years, we have been working together with MINI to help dogs of the UK to travel happier and it's been an incredible journey so far. So, here's to a great summer of helping even more dogs and their families go on safe, comfortable car rides to their next MINI adventure."

Alongside retailers opening their doors to paws, the brand has continued its mission to help dogs travel happier by introducing a dedicated MINI Dogs Hub. With expert tips and tricks, the Dogs Hub offers advice on travelling with dogs from Dogs Trust specialists, as well as recommendations on useful doggy accessories for your MINI. Together with this, the brand is helping owners select their next car with their four-legged friend in mind through guidance on what makes for a dog-friendly car.

To learn more about MINI UK's pooch-perfect partnership with Dogs Trust, please visit our Dogs Hub [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 over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2022, the BMW Group sold nearly 2.4 million passenger vehicles and more than 202,000 motorcycles worldwide. The profit before tax in the financial year 2022 was € 23.5 billion on revenues amounting to € 142.6 billion. As of 31 December 2022, the BMW Group had a workforce of 149,475 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 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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