



Media Information

MINI Cooper triumphs as The Sun's 2024 Car of the Year.

The MINI Cooper has been announced as The Sun's Car of the Year 2024 at their annual awards ceremony.

Launched earlier this year, the MINI Cooper was praised for both its innovative in car technology and iconic handling, with Motors Editor, Rob Gill, commenting; "The MINI Cooper is hands-down our favourite new buy from our head and heart. Classier inside and out, with a less is more approach, and that dinner plate-sized touchscreen carries the same cutting-edge tech as a £100k BMW. Mega fun to drive, as it always has been".

Judges went on to compliment the vehicles UK based manufacturing; "The icing on the cake is that MINI is a homegrown hero. The petrol engines are made at BMW Group Hams Hall, the body panels in Swindon, and the whole thing is put together at MINI Plant Oxford. British engineering at its best" Gill continued.

The win builds on a successful year for the brand, launching an entirely new generation of models across the whole MINI family. With clean exterior design, a world-first circular OLED display and innovative new interior materials, the MINI Cooper is the icon reimaged.

Commenting on the win, Federico Izzo, Director, MINI UK and Ireland said, "2024 has been a fantastic year for the MINI brand, introducing an entirely new model family over the past twelve months. Taking home the highly coveted Car of the Year award for the new MINI Cooper is an honour, and we're grateful to The Sun for continuing to acknowledge the feel-good factor that driving a MINI provides".

BMW Group Company

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The MINI Cooper is available from retailers nationwide and priced from £23,270 OTR. Further information on the MINI Cooper and the entire MINI range can be found at www.mini.co.uk.

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 2023, the BMW Group sold over 2.55 million passenger vehicles and more than 209,000 motorcycles worldwide. The profit before tax in the financial year 2023 was € 17.1 billion on revenues amounting to € 155.5 billion. As of 31 December 2023, the BMW Group had a workforce of 154,950 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action, from the supply chain through production to the end of the use phase of all products.

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