



# MINI UK CORPORATE COMMUNICATIONS

Media Information

## MINI goes the extra mile for Buttle UK children's charity.

- 120 MINIs took part in charity road rally from MINI Plant Oxford to BMW Group Plant Swindon.
- Rally marks fifth consecutive year MINI Plant Oxford has supported.
- Event served as a fundraiser for Buttle UK, a charity dedicated to helping children in crisis across the UK.

MINI has once again demonstrated its commitment to supporting communities through the annual 'Mile of MINIs' charity road rally. Taking place on 27th April, the rally saw over 120 MINIs of varying ages, colours and models drive in a mile-long convoy from MINI Plant Oxford to BMW Group Plant Swindon.

Raising funds for Buttle UK – a charity focused on providing support to children and young people facing financial hardship and challenging social issues - the annual rally is organised and run by The Italian Job; an organisation dedicated to raising money for children's charities, while celebrating all things MINI. First run in 1990, The Italian Job has raised and donated over £3 million to children focused charities to date.

As a key supporter of the event, MINI Plant Oxford have been involved since 2021, acting as the starting point of the rally ever since. Prior to setting off on convoy, participants had the opportunity to explore the on-site museum, which showcases a range of MINI models from past and present. Highlights included the 1914 Morris Oxford Bullnose, the first car ever built at the Plant, and a dual-steering wheel R53 MINI Cooper used as a stunt car in the 2003 remake of The Italian Job. The new MINI family, including the new MINI John Cooper Works, MINI Cooper 5-door and MINI Cooper Convertible, were also available for participants to see on the day.

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Upon arrival at BMW Group Plant Swindon, the convoy lined up for a spectacular display before the grand total of £7,000 raised for Buttle UK was announced.

As one of the oldest automotive plants in the world, MINI Plant Oxford has been in continuous production since 1913 and is a leader of technology and sustainability in automotive production. Alongside MINI Plant Oxford, BMW Group Plant Swindon produces the body pressings and sub-assemblies for a variety of BMW & MINI models.

For more information on The Italian Job or Buttle UK and their work, please visit [italianjob.com](http://italianjob.com) or [buttleuk.org](http://buttleuk.org).

## 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 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 2024, the BMW Group sold over 2.45 million passenger vehicles and more than 210,000 motorcycles worldwide. The profit before tax in the financial year 2024 was € 11.0 billion on revenues amounting to € 142.4 billion. As of 31 December 2024, the BMW Group had a workforce of 159,104 employees.

The economic success of the BMW Group has always been based on long-term thinking and responsible action. Sustainability is a key element of the BMW Group's corporate strategy and covers all products from the supply chain and production to the end of their useful life.

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