



## Media Information

## MINI Sponsors 'She Inspires Me' Car Boot Sale for Women For Women International.

- MINI supported 'She Inspires Me' luxury Car Boot Sale at Selfridges.
- Event fundraises for Women For Women International, raising £1.2 million since event inception in 2016.
- Six MINI Countryman boots used for fashion displays, while branded spaces offered visitors interactive MINI experiences, including photo opportunities and a boot-based game to win range of prizes.
- She Inspires Me Car Boot Sale took place on Saturday 17 May 2025 at Selfridges.

MINI is proud to have once again helped support the annual She Inspires Me Car Boot Sale, created in partnership with, and to fundraise for, Women For Women International. Taking place on Saturday 17 May at the iconic Selfridges in Central London, the 'chicest car boot sale ever' offered visitors new, past-season, vintage and pre-loved designer fashion donated by luxury brands.

Since it's inauguration in 1993, Women For Women International has invested in over 575,000 women across 17 conflict-affected countries, with the aim to teach them the skills they need to rebuild their families and communities. From its launch in 2016, the She Inspires Me Car Boot Sale has raised over £1.2 million to support women living in some of the world's most dangerous places.

Visitors to this year's event found six MINI Countryman boots bursting with pre-loved fashion and new season must haves, alongside a MINI photo opportunity inspired by iconic movie moments from the 1950s and 1960s, and two dedicated brand spaces for the MINI Cooper and MINI John Cooper Works.

Guests had the chance to try their luck in a boot-based game to win a range of prizes, including MINI branded merchandise or tickets to the 2025 Goodwood Festival of Speed or The Devil Wears Prada in London.

BMW Group Company

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Alongside this, members of the new MINI family including the new MINI Cooper Convertible, MINI Cooper, MINI Cooper Electric John Cooper Works, MINI Aceman John Cooper Works and MINI Countryman John Cooper Works were on display.

For more information about Women For Women, 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 services. The BMW Group production network comprises over 30 production sites worldwide; the company has a global sales net-work 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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