



Media Information

JACK LOWDEN LEADS MINI'S CINEMATIC TURN IN AGENTS OF FUN

MINI is set to launch Agents of Fun – a cinematic new campaign fronted by actor, producer, and Golden Globe–nominated Jack Lowden, reimagining the car advert as something entirely different: a sharp, espionage-inspired short film with subversive wit and cultural edge. It marks a return to narrative-led advertising – where story drives impact, rules are playfully bent, and the MINI John Cooper Works shares the spotlight as a protagonist in its own right.

Lowden's involvement underscores the campaign's cultural credibility and sense of timing. In both tone and execution, it reflects the resurgence of the espionage thriller – a genre increasingly set in the UK, particularly London. At the heart of these stories lies intrigue, misdirection, and a dose of underdog mischief – themes that resonate in culture right now. Agents of Fun channels that energy, offering MINI's own playful take on the genre.

Directed by Ilya Naishuller, best known for the cult action hit Nobody and the first-person thriller Hardcore Henry; and shot on 16mm film by Golden Globe–nominated cinematographer Christopher Ross (Shōgun, The Day of the Jackal), the film draws on the visual language of classic spy thrillers, refracted through a self-aware, modern British lens.

Acclaimed for his layered, quietly defiant performances in Slow Horses, Benediction, and The Gold, Lowden brings grounded charisma to the campaign's lead role: a wry, agile figure navigating a stylish world of espionage. The MINI John Cooper Works (JCW) plays not just a supporting role, but a true on-screen accomplice – compact, fast, and deliberately hard to pin down.

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"I've always been interested in stories that invite the audience to read between the lines," says Lowden. "This stood out, not just because it looked great or moved well, but because it felt authored. It played with form in a way that still had pace and wit. That's the kind of work I'm drawn to, whether it's on stage, on screen, or here; something that trusts the audience and doesn't shout. It's smart, but it doesn't take itself too seriously. That's a rare balance."

Agents of Fun plays like a spy film with a satirical edge – combining high-stakes energy with fourth wall-breaking wit. Jack Lowden acts as our conduit between the film's world and the audience, delivering a performance that balances cool charm and dry humour with real pathos. He guides viewers through the chaos with a knowing wink and a sense of emotional depth that anchors the film's stylish mischief.

The stunts are sharply choreographed but deliberately redacted; the MINI John Cooper Works pulls off thrilling manoeuvres, only to be obscured by playful censorship graphics that echo the look of classified documents. This redaction sits at the heart of the idea: the action is hidden, just out of reach, enticing viewers to seek it out on the channels where we're actually allowed to show it. Ironically, by following the rules to the letter, the campaign creates a cinematic sleight of hand; where the chase is felt more than seen, and tension gives way to wit without ever losing its pace.

Set against a backdrop of visual tension and coded intrigue, the film explores themes of escape and identity – with the MINI JCW itself cleverly redacted throughout, hinting at its performance without revealing it outright. It's positioned as the ultimate underdog getaway car, moving with ease through a world that's just slightly off-kilter.

Shot entirely on location at MINI Plant Oxford, the film grounds its surreal edge in a place where every MINI is born, lending an added layer of authenticity to the story. The MINI has always carried that underdog energy - compact but uncompromising, underestimated but impossible to ignore. Its legendary go-kart feel isn't just a quirk; it's a design philosophy.

"The brief was simple: break the rules," says director Ilya Naishuller. "Most car ads tiptoe around convention - this one was about yanking the thread and watching the

whole thing unravel. We wanted something cinematic, subversive, and unapologetically bold. Jack Lowden? The perfect partner-in-crime.”

While the campaign heroes the MINI John Cooper Works, Agents of Fun reflects how brands and talent are increasingly navigating the space between culture and commerce. Rather than leaning into traditional automotive tropes – or the industry’s pivot toward selling lifestyle in response to strict advertising limitations – it reframes performance through emotion, agility, and creative freedom. It’s a deliberate shift that echoes MINI’s broader ambition to show up in culture in ways that feel both resonant and relevant.

David Beattie, Director, MINI UK says: “There’s no other brand that could deliver something like Agents of Fun, it’s bold, unexpected, and driven by joy. This campaign is about reminding people what MINI has always stood for - performance with personality. We didn’t want to make just another car ad, we wanted something that felt smart, cinematic, and uniquely MINI.”

Agents of Fun launches across digital, social, and cinema on 27 June 2025.

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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page 4

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