

Media Information  
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## **MINI marks 25 years of modern production with celebration of British manufacturing excellence**

- The MINI brand and BMW Group's UK manufacturing plants in Oxford and Swindon are celebrating 25 successful years of MINI production
- In early 2001, production began for MINI body parts in Swindon and on 26th April that same year, the first new MINI rolled off the line in Oxford
- One of Britain's most recognisable automotive icons, celebrating 25 years of modern production
- 25 facts revealed to celebrate 25 years of modern MINI.

2026 marks a major milestone for MINI as the iconic brand celebrates 25 years since production of the modern MINI began under BMW Group - a quarter century defined by innovation, design and unmistakable British spirit.

The first new generation MINI rolled off the line at Plant Oxford on 26th April 2001, marking the start of a new chapter for a car that was already firmly established as a cultural icon. With its unique place in British life, from city streets to cinema screens, MINI has spent the past 25 years building on that legacy, combining heritage with modern innovation and driving fun, winning the hearts of millions of drivers worldwide.

Over the past 25 years, modern MINI production has evolved across four model generations, spanning a range of body styles including the original 3-door, 5-door, Roadster, Coupe, Clubman, Clubvan and Convertible. In total, 4,671,664 MINIs have now been built in Britain since 2001.

MINI's modern era has been powered by its UK production heartland. At the centre of that story are two UK manufacturing hubs: Plant Oxford, the home of MINI production, and BMW Group Plant Swindon, where thousands of precision-engineered body panels are crafted every day.

Together, these two sites form the foundation of every MINI made in Britain, distributed to more than 100 markets worldwide.

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They represent one of the UK's most significant automotive manufacturing hubs, with a workforce of more than 3,000 highly skilled people producing around 800 MINIs a day. At Plant Oxford, a new MINI drives off the production line every 78 seconds.

Plants Oxford and Swindon have been at the heart of their communities for a very long time – 113 and 70 years respectively. In recent years, Plant Oxford has become a must-see tourist destination with over 17,500 MINI fans enjoying the award-winning Plant Tours in 2025 alone.

The wider production story took another important step in 2006 when BMW Group Plant Hams Hall in North Warwickshire began producing engines for the MINI, with more than 4.6 million engines produced for the Oxford-built models.

Markus Grüneisl, CEO, BMW (UK) Manufacturing Ltd said "This 25-year milestone is a proud moment for MINI and for everyone involved in its production here in the UK. From the very beginning, our plants in Oxford and Swindon have been at the heart of MINI's global success, combining exceptional craftsmanship with innovation. Above all, it is our people - their creativity, expertise and pride in what they do – that continue to make MINI so special."

To mark this milestone, MINI is unveiling 25 facts for 25 years, celebrating the people, places and production moments that have defined a quarter century of modern MINI manufacturing.

## **25 facts for 25 years of MINI**

### **People and workforce**

1. At Plant Oxford, a MINI drives off the production line every 78 seconds
2. 111 apprentices across Plant Oxford and Plant Swindon
3. The workforce represents 64 nationalities
4. Over 3,000 employees across Plant Oxford and Plant Swindon
5. The average employee age is 44
6. The youngest employee is 16 and the oldest 68
7. 115 employees from both plants will celebrate 25 years in service in 2026

8. 26% of the workforce has been employed since 2001 or earlier
9. Multiple family dynasties work across the plants, with some spanning three, and even four, generations
10. Plant Tours have been running since 2008 and last year alone, we welcomed over 17,500 guests to the Oxford plant.

### **Since 2001\*...**

11. 4,671,664 MINIs have been produced in the UK – lined up bumper to bumper, that's more than the distance from Oxford to Sydney
12. 14 model variations have been produced
13. To date, 26 special edition MINIs have rolled off the production line
14. The fastest factory produced MINI (by top speed) is MINI John Cooper Works GP (2020) at 164mph
15. MINIs built at Oxford have been exported to over 100 countries
16. 95 body colours have been offered, including British Racing Green, Chili Red and Sunny Side Yellow
17. 11,579 different customisation combinations of body colour, wheels and interiors have been ordered
18. The largest wheels fitted are 19", with 15-19" fitted over the 25 years
19. Top three colours registered in the UK since 2001 are Pepper White, Chili Red and Midnight Black
20. These three colours make up 35% of total registrations in the UK since 2001
21. 18,219,752 doors have been attached
22. 19,892,276 seats have been installed – the equivalent of 221 Wembley Stadiums
23. 38,769,848 metres of tyre rubber have been used – equivalent of a return trip from London to Sydney, or 97% of the Earth's circumference
24. 210,000 tonnes of glass fitted
25. 750,000,000 brake horsepower has rolled off the production line

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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 2025, the BMW Group sold 2.46 million passenger vehicles and more than 202,500 motorcycles worldwide. The profit before tax in the financial year 2025 was € 10.2 billion on revenues amounting to € 133,5 billion. As of 31 December 2025, the BMW Group had a workforce of 154,540 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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