



Media Information

MINI champions sixth annual ‘Mile of MINIs’ Charity Rally in 2026.

- Over 100 MINIs embark on charity road rally from MINI Plant Oxford to MINI UK headquarters in Farnborough.
- The 2026 event coincides with 25 years of modern MINI, whilst also marking the sixth consecutive year MINI Plant Oxford has supported.
- This year’s proceeds will be raised for STOP.BREATHE.THINK, - a charity dedicated to helping young people with mental health challenges.

MINI continues its tradition of community support with the 2026 ‘Mile of MINI’ annual charity road rally, now championing the important work of the STOP.BREATHE.THINK charity organisation. Taking place on 26th April, this year’s event saw a vibrant convoy of MINIs—spanning all eras, colours and models—travel from MINI Plant Oxford, the home of the brand, to MINI UK HQ in Farnborough.

STOP.BREATHE.THINK, the rally’s chosen charity for 2026, is dedicated to supporting children and young people facing mental health challenges. The organisation provides resources, direct support, and safe spaces for young people to pause, reflect, and seek help when navigating difficult emotional experiences. By partnering with STOP.BREATHE.THINK, MINI aims to help raise awareness and funds for vital mental health initiatives, making a tangible difference to young lives across the UK.

BMW Group Company

Postal Address
MINI UK
Summit One
Summit Avenue
Farnborough
Hampshire
GU14 0FB

Telephone
+44 (0) 1252 920 000

Internet
www.mini.co.uk

As is always the case, the team at MINI Plant Oxford showcased some of their special models from the award-winning on-site exhibition. This year’s event featured some highlights such as the MINI XXL, which is based on a 2004 MINI Cooper but stretched to a whopping 6.3 metres and includes six wheels and a hot-

tub at the rear. The striking Dsquared² Red Mudder also made an appearance, which features rugged front bull bars and rally lights, located behind the front guard as well as on the roof. It also features black wheel arches, a roof rack and tinted side windows, as well as a spare tyre on the boot. These, together with its raised chassis and deep-tread all-terrain tyres ensure this MINI stands out from the crowd.

The 1 millionth BMW Group-era MINI was also on display for guests to enjoy. The car rolled off the production line at MINI Plant Oxford in April 2007, marking a remarkable milestone in the brand's modern history. The colour of the landmark MINI Cooper S is Pepper White with a specially developed paint for the roof and wheels, Almond Green, accentuated by a graphic extending onto the bonnet which features over one million MINI Cooper outlines making up the bonnet stripe. The interior matches the roof with leather seats, steering wheel and gearknob all in Almond Green leather.

Upon arrival at MINI UK HQ, the convoy lined up for a spectacular display before the grand total of over £9,500 raised for STOP.BREATHE.THINK was announced. This equates to 300 counselling sessions for children and young people with poor mental health.

MINI Plant Oxford, renowned as one of the world's oldest continuously operating automotive facilities, has been manufacturing vehicles since 1913. It stands at the forefront of technological innovation and sustainable practices in car production.

For more information on The Italian Job or STOP.BREATHE.THINK and their work, please visit italianjob.com or stopbreathethink.org.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 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 through production to the end of their useful life.

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www.mini.co.uk

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HEADLINE

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www.bmwgroup.com
LinkedIn: <http://www.linkedin.com/company/bmw-group/>
YouTube: <https://www.youtube.com/bmwgroup>
Instagram: <https://www.instagram.com/bmwgroup>
Facebook: <https://www.facebook.com/bmwgroup>

MINI Press Office Contacts:

Sam Buckingham
MINI Press Officer
Tel: 07815 362262
Email: Samuel.Buckingham@mini.co.uk

James Morrison
Head of Product Communications
Tel: 07815 372 646
Email: James.Morrison@bmw.co.uk

Christina Burnham-Hepe
Corporate Communications Director
Tel: 07815 371206
Email: Christina.Burnham-Hepe@bmw.co.uk

Media website:
www.press.bmwgroup.co.uk
www.mini.co.uk
www.twitter.com/miniuk
www.facebook.com/miniuk
www.youtube.com/miniuk

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MINI UK
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Farnborough
Hampshire
GU14 0FB

Telephone
+44 (0) 1252 920 000

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www.mini.co.uk

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