

Media Information

15 June 2026

MINI mural brings football home.

As the country prepares for kick off, MINI is today unveiling a 2,500 square foot mural celebrating the UK's long-standing passion for the game.

Spread across the corner of High Street and Thomas Street in Manchester's Northern Quarter, the cities creative hub, the mural captures the energy, optimism and resonance of football culture in the UK.

The large-scale mural has been created by artist Jamie Eke, a Brighton-based illustrator and designer. Eke is no stranger to sports-based murals, previously creating a tribute to the women's team at Twickenham's iconic Cabbage Patch pub for England Rugby, and a bespoke illustration marking the Lionesses historic Euro 2025 victory over Spain.

The new artwork celebrates 25 years of the MINI brand, which brings together English spirit and German management. Created by five artists over four days, the artwork used 65 litres of red emulsion and 240 cans of spray paint.

David Beattie, Director, MINI UK, commented "Football has a brilliant way of bringing people together, and this mural celebrates the excitement, pride, and optimism the game inspires across the UK.

Working with Jamie felt like a very MINI way to mark the moment; bold, creative, and rooted in the communities we're part of. It reflects what has made MINI special for the past 25 years, that unique blend of English spirit and German management."

Discussing the mural, Eke said "Since I was a kid, I've taken an interest in the intersection between art and football; two things that have played a big part in my life. I had posters and drawings of my favourite players all over my bedroom walls, so to now be so heavily involved in the creative side of the sport is a dream come true.

BMW Group Company

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This mural embodies what I love about the beautiful game - the power to bring people together and inspire; an art form in itself."

The mural can be found at the intersection of High Street and Thomas Street in Manchester's Northern Quarter from Monday 15 June until Sunday 5th July.

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.

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