

Media Information  
9 September 2014

**Embargo time 11:00 a.m. BST (12:00 CEST)**

- Check against delivery -

**Statement Peter Schwarzenbauer  
Member of the Board of Management of BMW AG,  
MINI, BMW Motorrad, Rolls-Royce, Aftersales BMW Group  
Media event: Production of three-millionth MINI  
Oxford, Plant Oxford, 9 September 2014**

Ladies and Gentlemen,

Once again, welcome to Oxford!

Welcome to the plant which sits at the centre of MINI world.

This is the place where, in 1959, the success story of the MINI brand began.

Today we are celebrating two important milestones for MINI. Three million MINIs produced, and two million MINIs exported from Oxford to customers worldwide.

These are impressive figures and definitely a reason to celebrate.

No matter whether in big markets like the U.S., China and Europe or in much smaller markets like New Zealand and Malaysia: MINI has always appealed to customers emotionally.

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In doing so, MINI sometimes also manages to change perceptions and behaviours.

One example: Americans are not exactly known for their love of compact cars.

Nevertheless, MINI has convinced them: More than 21 percent of our vehicles are sold in the U.S., making the country the number one market for MINI. I must say that even our most optimistic predictions did not foresee this.

In UK - the home of MINI - the brand has always been very strong.

UK is the second biggest market in the world – we sell more than one in six MINIs here.

The British love “their” MINI although for them a MINI is only a real MINI with the steering wheel on the right side.

Germany ranks third with 33,634 vehicles sold.

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And China, where MINI arrived on the scene in 2003, has since established itself as the fourth important sales market - with a strong expectation that it will climb up the rankings.

Our cars from Oxford are exported to a total of 113 countries worldwide.

It is amazing what this plant – which by the way is the world's second oldest car plant – has seen of the MINI history.

This is the place where the original MINI was manufactured.

But it also made a few curiosities, such as the only MINI with two steering wheels which made an appearance in the slapstick comedy 'Austin Powers'.

While some of the vehicles created were not meant for series production, they still stand to prove one thing: MINI inspires creativity; and Oxford has been and still is a place that makes automobile history.

MINI owes its success to the fact that the brand has always remained true to its core while continuously reinventing itself. Like no other brand, MINI builds on its history, its

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accomplishments in racing, its British heritage – and the proverbial ‘twinkle in the eye’.

Ladies and Gentlemen,

Only few brands manage to inspire people throughout half a century the way MINI has. The fans, the people, our team: they are the heart of the brand and MINI’s number one success factor. This is true of the past, and it will hold true for the future.

MINI connects people across all boundaries and borders.

And we are going to continue this success story in the future.

This year, the new MINI Hatch is celebrating its world premiere.

And while it is completely new, one glance tells you immediately that it is a MINI.

We are also presenting this fantastic new five-door MINI to the media this week.

A MINI unlike any on the road before.

And it marks the brand’s entry into the fast-growing five-door compact market.

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In the past few months, we have also presented a few ideas on what the future of MINI could look like.

The reaction to our Roadster Concept the “MINI Superleggera Vision”, has been ecstatic - and this car takes MINI to a completely new – and unexpected – level.

And then there is the MINI Clubman Concept, shown at Geneva motor show this year, which shows how a MINI, entirely true to the brand values and design language can offer more space, greater practicality and stunning looks –

You see, MINI can never stand still. It must constantly evolve and respond to the needs and desires of our customers: Or MINI fans, as we like to think of them.

To be able to do so and also to allow for even greater customization, we need a flexible plant like Oxford.

And given all the enthusiasm for the new MINI, I am sure we will soon have the next anniversary to celebrate.



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I would now like to hand over to the Minister of State for  
Transport, Baroness Kramer of Richmond Park.

Welcome, Baroness Kramer.

We are honoured that you have taken the time to come here  
and celebrate this anniversary with us.

I believe you have a special connection to Oxford.