



# MINI CORPORATE COMMUNICATIONS

Media Information

26 August 2024

## MINI Celebrates 65 Years of Iconic Innovation and Racing Heritage.



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**Munich – On August 26th, 2024, MINI celebrates a significant milestone—65 years of pioneering design and exhilarating performance. Since its inception in 1959, MINI has captured the hearts of drivers around the world with its unique blend of style, agility, and innovation.**

This landmark year is particularly special as MINI introduces an all-new lineup, featuring the beloved MINI Cooper, the versatile MINI Countryman, and the bold MINI Aceman. These new models represent the next chapter in MINI's storied history, combining cutting-edge technology with the classic driving excitement that MINI is known for.

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In addition, Fall 2024 will see the debut of the entire new John Cooper Works lineup, available in both petrol and electric versions. These high-performance models continue the legacy of MINI's racing heritage, offering enthusiasts a choice between 4-cylinder TwinPower engines and the latest in electric performance.

This year also marks the 60th anniversary of MINI's first victory at the Monte Carlo Rally—an achievement that solidified MINI's reputation in motorsport. Fittingly, MINI celebrated this heritage with a category victory at the 2024 24 Hours of Nürburgring race, thanks to the exceptional performance of the MINI John Cooper Works PROtotype prepared by Bulldog Racing.

As MINI commemorates 65 years of automotive excellence, the brand looks forward to continuing its legacy of innovation, racing success, and driving excitement for many years to come.

Fuel consumption, CO<sub>2</sub> emission figures and power consumption were measured using the methods required according to Regulation VO (EC) 2007/715 as amended. They refer to vehicles on the German automotive market. For ranges, the NEDC figures take into account differences in the selected wheel and tyre size, while the WLTP figures take into account the effects of any optional equipment. For vehicles newly type-approved since 01.01.2021, the official specifications exist only according to WLTP. In addition, according to EU Regulation 2022/195, the NEDC values will no longer be included in the EC certificates of conformity as of 01.01.2023.

All figures have already been calculated based on the new WLTP test cycle. NEDC figures listed have been adjusted to the NEDC measurement method where applicable. WLTP values are used as a basis for the assessment of taxes and other vehicle-related duties which are (also) based on CO<sub>2</sub> emissions and, where applicable, for the purposes of vehicle-specific subsidies. Further information on the WLTP and NEDC measurement procedures is also available at [www.bmw.de/wltp](http://www.bmw.de/wltp).

For further details of the official fuel consumption figures and official specific CO<sub>2</sub> emissions of new cars, please refer to the "Manual on the fuel consumption, CO<sub>2</sub> emissions and power consumption of new cars", available at sales outlets free of charge, from Deutsche Automobil Treuhand GmbH (DAT), Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen and at <https://www.dat.de/co2/>.

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## 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 and mobility 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 2023, the BMW Group sold over 2.55 million passenger vehicles and more than 209,000 motorcycles worldwide. The profit before tax in the financial year 2023 was € 17.1 billion on revenues amounting to € 155.5 billion. As of 31 December 2023, the BMW Group had a workforce of 154,950 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

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