



Media Information

## MINI WINS AUTO TRADER'S 'MOST LOVED BRAND' 2020

MINI has been awarded "Most Loved Brand" at the 2020 Auto Trader New Car Awards.

Erin Baker, Editorial Director of Auto Trader, said: "This loveable builder of cool British cars claims Auto Trader's Most Loved Brand award this year, with a range of great-looking models replete with endless personalisation options. MINI always brings a smile to the face."

Voted for by 181,000 car owners, the awards are categorised based on customer's lifestyles including awards for Most Fun Car to Drive and Best Car for Towing.

David George, Director, MINI UK said "This is a fantastic award to win and a very fitting one for the brand. To be over 60 years old and winning 'Most Loved Brand' shows our customers really understand the soul of MINI, something that's captured perfectly in the new MINI Electric".

All the winners from the Auto Trader New Car Awards 2020 can be found [here](#).

Information on the MINI range can be found at [www.mini.co.uk](http://www.mini.co.uk).

**Ends**

### The BMW Group

BMW Group Company

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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 and mobility services. The BMW Group production network comprises 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

In 2019, the BMW Group sold over 2.5 million passenger vehicles and more than 175,000 motorcycles worldwide. The profit before tax in the financial year 2019 was € 7.118 billion on revenues amounting to € 104.210 billion. As of 31 December 2019, the BMW Group had a workforce of 126,016 employees.

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The success of the BMW Group has always been based on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.

[www.bmwgroup.com](http://www.bmwgroup.com)

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