



Media Information

MINI reveals the UK's best wild beauty spots.

- MINI discovers the UK's best wild wonders to help MINI Countryman owners adventure this summer.
- Top 10 revealed with Uyea in Shetland, Scotland, the number one wildest location.
- Interactive map showcases over 100 hidden gems across the UK
https://www.mini.co.uk/en_GB/home/mini-news/big-days-out-index.html.

MINI UK has revealed the UK's top ten wildest beauty locations, helping MINI Countryman owners beat the busiest spots for an off the beaten track adventure this summer.

From waterways to peaks and underground caves, over 100 nature-based locations across Britain were identified and judged against two sets of criteria to measure both popularity¹ and wildness². The average of these scores then determined the best, undiscovered and wild hidden gems of 2021.

Taking the number one spot is Uyea in Shetland, Scotland, an uninhabited island which lies off the Northmavine peninsula and is only accessible at low tide. There are several natural arches along its rocky coastline and challenging rock climbs, making it the perfect destination for the avid adventurer.

Here are the top ten ranked 'wild wonder' destinations;

Rank	Location	County	Country
1	Uyea	Shetland	Scotland
2	Llyn Dinas	Gwynedd	Wales
3	Binevenagh	County Londonderry	Northern Ireland
4	Gaping Gill	North Yorkshire	England
5	Whiteless Pike	Cumbria	England

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

¹ Visitor rating score calculated on how well endorsed locations are based on reviews found on Google and Tripadvisor from fellow adventurers.

² Wildness score calculated by analysing the number of reviews on Google and Tripadvisor, search volumes and Instagram tags, to assess which great locations actually got the ***least*** amount of attention.

6	Llyn Glaslyn	Gwynedd	Wales
7	Pedn Vounder Beach	Cornwall	England
8	Sgwd Yr Eira	Powys	Wales
9	The Roaches	Staffordshire	England
10	Fingal's Cave	Inverness-shire	Scotland

The MINI Countryman SUV is the ideal companion for a wild, go-anywhere adventure, offering the perfect balance of space and versatility. It has plenty of room on the inside to pack everything owners need to explore the great outdoors, plus the roof rack means bringing along bikes, surfboards or extra luggage is made easy.

To discover over 100 hidden gem locations and find those closest to you, use the new interactive map here: https://www.mini.co.uk/en_GB/home/mini-news/big-days-out-index.html.

For more information on the MINI Countryman, please visit www.mini.co.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 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 2020, the BMW Group sold over 2.3 million passenger vehicles and more than 169,000 motorcycles worldwide. The profit before tax in the financial year 2020 was € 5.222 billion on revenues amounting to € 98.990 billion. As of 31 December 2020, the BMW Group had a workforce of 120,726 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.

www.bmwgroup.com

Facebook: <http://www.facebook.com/BMWGroup>

Twitter: <http://twitter.com/BMWGroup>

YouTube: <http://www.youtube.com/BMWGroupView>

Instagram: <https://www.instagram.com/bmwgroup>

LinkedIn: <https://www.linkedin.com/company/bmw-group/>

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

MINI Press Office Contacts:

Helen Wilson
Senior Press Officer, BMW & MINI Communications
Tel: 07815 372480
Email: Helen.Wilson@bmw.co.uk

Georgina Cox
MINI Media Relations Manager
Tel: 07815 370878

MINI UK
Media Information

MINI reveals the
UK's best wild
beauty spots.

18/08/2021
page 3

Email: Georgina.Cox@mini.co.uk

Emma Begley
General Manager, Product and Internal Communications
Tel: 07815 371062
Email: Emma.Begley@bmw.co.uk

Graham Biggs
Corporate Communications Director
Tel: 07815 376867
Email: Graham.Biggs@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

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