

## DESIGN ICON

# MINI

**FLAT ROOFLINE:**  
Optimises headroom and creates a recognisable silhouette.



**SIMPLE DASHBOARD:**  
Centrally mounted speedometer for both left/right-hand drive markets.



## ORIGINS

Launched in 1959 by the British Motor Corporation (BMC), designed by **Sir Alec Issigonis**.

**The brief:** A car no longer than 10 feet, seating 4 adults comfortably, and with luggage space. Created as a response to the 1956 Suez Crisis, when fuel shortages increased demand for small, efficient cars.

**Design:** Produced from 1959–2000 with relatively few styling changes, proof of timeless design.

**LIGHTWEIGHT BODY:**  
Around 600–700kg, improving performance and efficiency.

**SMALL DISPLACEMENT A-SERIES ENGINES:**  
Starting at 848cc, up to 1275cc in Mini Coopers.

**WHEELS PUSHED TO THE CORNERS:**  
Short overhangs for stability, handling, and efficient use of space.



**BOXY SHAPE:**  
Maximises interior space within a minimal external shell.



**ROUND HEADLAMPS:**  
Chosen for simplicity, cost-effectiveness, and compactness.



**COMPACT GRILLE AND SHORT OVERHANGS:**  
Iconic front look and space efficiency.

