



100 Years of Car Making at Oxford

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This shot shows the body mounting shop at Morris Motors in Oxford, in 1925

Today BMW MINIs are produced at 'Plant Oxford', but vehicle production started there over 100 years ago, on 28th March 1913, when the first car built at the site, a Bullnose Morris Oxford, emerged. Oxford was home to the well-respected Morris company (started by William Morris) for many years.

To date, nearly 11,700,000 cars have been produced at the Oxford site.

In addition to the 2,250,000 BMW MINIs built there so far, 600,000 BMC/BL Minis were



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also made at Oxford, where some 28,000 employees worked in the 1960s.

During the last 100 years, scores of models under 14 different brands have been built at the Oxford site.

Today 3,700 'associates' manufacture up to 900 MINIs every day at Oxford; the model has proved to be a real success story for BMW, following in the footsteps of so many popular models built there in the past.