

The history of the Brand MINI

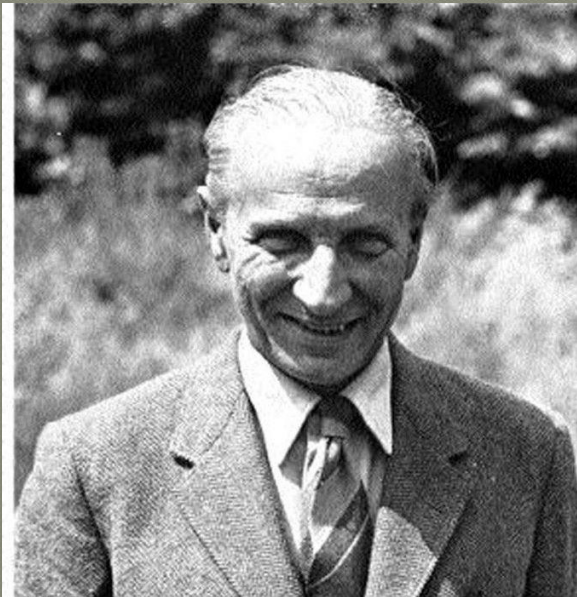


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- The history of the brand begins in the mid-50s of the last century, when the head of the Austin Motor Company Leonard Lord completed its merger with Morris Motors. As a result, British Motor Corporation was formed.



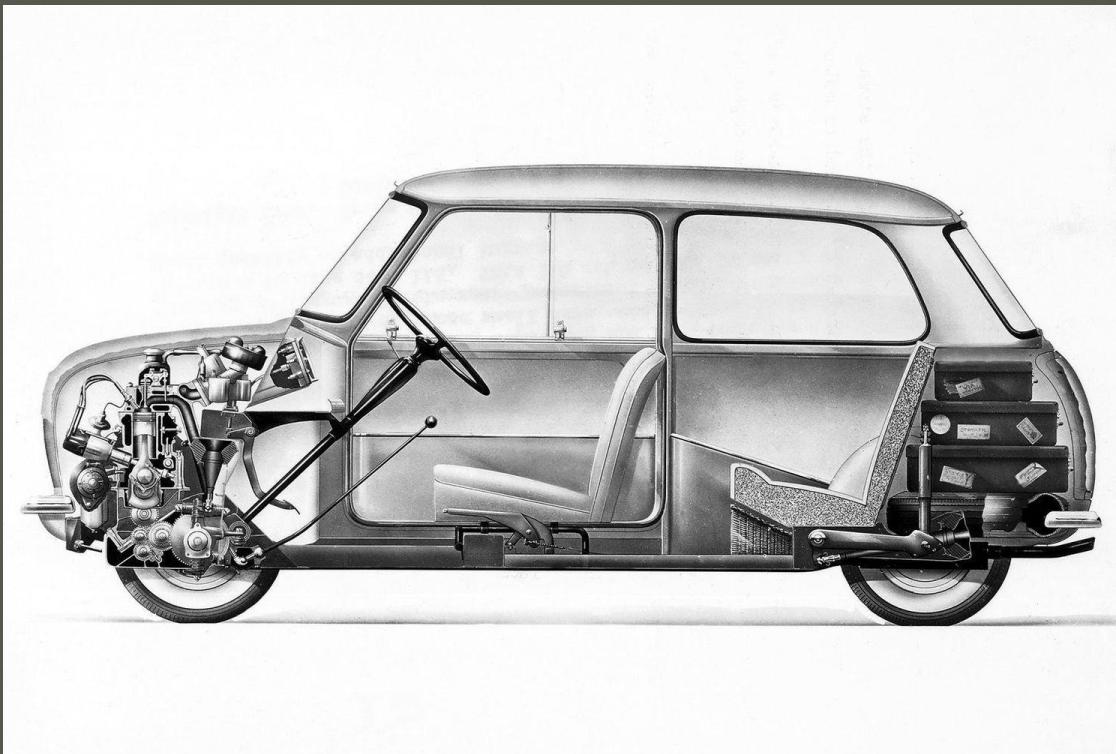
The chief designer of the new automaker was Alec Issigonis, who was tasked to create a new line of models to meet the various needs of the population. The first three models were to be named Maxi, Midi and Mini.



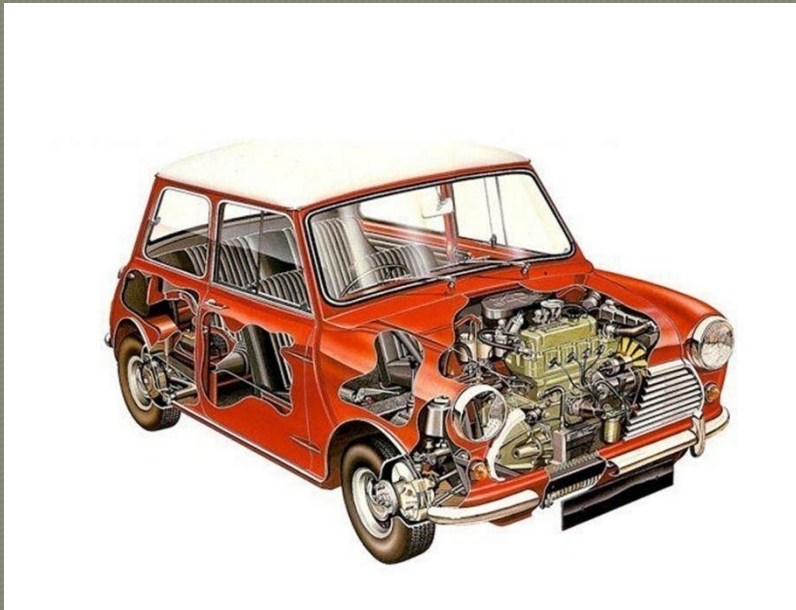
- Alec Issigonis immersed himself in his work, giving it his working and personal time, engaging everyone he could for his mini-research. It is known that the shape of the seats was approved only when it was "tested" by lean, well-fed and tall people selected among secretaries, mechanics and security guards.



- Issigonis designed an ingenious layout of the body, 80% of the volume of which accounted for the interior and only 20% - for the engine compartment.



To do this, it used a transverse arrangement of a water-cooled four-cylinder engine, under which a gearbox was placed combined with an oil sump. The machine was equipped with front-wheel drive, which helped to reduce the weight. In addition, the model received 10-inch wheels.



- In October 1957, the prototype of the new subcompact was ready. Because of the color, it was given the nickname Orange Box. Glass doors of the first cars were sliding.
- The Luggage space could be increased due to incomplete closing of the trunk lid.





- In July 1958, Lord with Issigonis tested the car. They travelled around the territory of the factory at maximum speed. Leonard Lord was inspired and said to his designer just two words: "Do its." However, the preparation for mass production in reality was not as simple as in words. It took another year and 10 million pounds of investment.



- Sales began on August 26, 1959. And Mini entered the market in a hundred countries. By the end of 1959, 20,000 copies of the subcompact were produced, the following year 3,000 cars were assembled every week. In the UK, they were known as the Morris Mini Minor and Austin Seven, and outside the UK, the Morris 850 and Austin 850.

- The success of the subcompact led to the creation of new modifications. However, in the beginning its poor suitability for operation in rainy time was found out. The body turned out to be quite "leaky" and let water into the cabin, where gathered the whole pool. The company quickly eliminated this disadvantage.



In 2019, the brand celebrated its 60th anniversary in a big way. On May 17, 1450 cars of the brand gathered in the Crystal Palace.



That's the history of MINI . The company lives now and produces beautiful cars

