**Press Release   
17 October 2025**

**Not to be missed! MINI THAILAND UNITED 2025: The Ultimate MINIsters' Gathering! Private Cha-am Beach Party with a Feel-Good Concert – Tickets on Sale Now!**

A poster for a movie

AI-generated content may be incorrect.

**Bangkok.** MINI Thailand welcomes all MINIsters, whether you are a MINI customer or a fan who enjoys   
a vibrant MINI lifestyle, to participate in this year's spectacular celebration of fun and friendship at "MINI Thailand United 2025."This annual gathering of MINI enthusiasts will take place at Baan Mai Bon Had, Cha-am, Phetchaburi province, on Saturday, November 8, 2025.

This year promises to be more special than ever, as the expansive private beach area of Baan Mai Bon Had Resort will be transformed into a stage of happiness and freedom. Immerse yourself in a super chill beach party atmosphere, accompanied by the soothing sound of waves. MINIsters of all ages are invited to socialize and enjoy a variety of special fun activities, including specially curated delicious food and drinks, as well as exclusive souvenirs designed specifically for this event. The feel-good vibe will be completed with an exclusive concert featuring a lineup of popular artists: WIM, SEASON FIVE,   
D GERRARD, and GETSUNOVA, who will add color with their music, letting everyone enjoy every rhythm and familiar song.

Be a part of this significant fun phenomenon! Purchase your event tickets today for only 1,800 Baht\* via **[ticketmelon](https://www.ticketmelon.com/th/GetThatCheese/mini-thailand-united-2025/?fbclid=IwZXh0bgNhZW0CMTAAYnJpZBExTXR0dDc4Um9GQmlSem5zVgEeAoAVjE7jRA1DH5ieSp1m6XBZQTaeoQ-Q8t45h4TAvwjNxgJKBMy443qn4p8_aem_P0sbb49VgLiz7M15keimug" \t "_blank)**

#MINITHUnited #MINITH

\*Remark :

* One ticket is valid for one attendee (any accompanying person under 12 years of age is free).
* The company reserves the right to refund under any circumstances and reserves the right to change the terms, conditions, and activities at any time without prior notice.

# # #

**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 services. The BMW Group   
production network comprises over 30 production sites worldwide; the company has a global sales network in   
more than 140 countries.

In 2024, the BMW Group sold over 2.45 million passenger vehicles and more than 210,000 motorcycles worldwide. The profit before tax in the financial year 2023 was € 17.1 billion on revenues amounting to € 155.5 billion. As of  
31 December 2023, the BMW Group had a workforce of 154,950 employees.

The economic success of the BMW Group has always been based on long-term thinking and responsible action. Sustainability is a key element of the BMW Group’s corporate strategy and covers all products from the supply chain and production to the end of their useful life.

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

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

YouTube: <https://www.youtube.com/bmwgroup>

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

Facebook: <https://www.facebook.com/bmwgroup>

X: <https://www.x.com/bmwgroup>

**BMW Group Thailand**

BMW Group Thailand, a subsidiary of BMW AG, Germany, was established on the 3rd October 1998. The four entities of BMW Group Thailand are BMW (Thailand) Co., Ltd. with responsibility for wholesales & marketing of BMW Group products, BMW Manufacturing (Thailand) Co., Ltd. with responsibility for BMW, MINI and BMW Motorrad  local production, BMW Leasing (Thailand) Co., Ltd. with responsibility for financial services offerings to both wholesale and retail customers, and BMW Parts Manufacturing (Thailand) Co., Ltd. with responsibility for supplying components for the assembly of BMW Motorrad vehicles at BMW Group Manufacturing Thailand’s plant in Rayong.

In 2024, BMW Group Thailand recorded a stable performance with 13,659 BMW and MINI registrations. A total of 12,208 BMW vehicles and 1,451 MINI vehicles were registered last year. BMW Motorrad Thailand maintained its performance in 2024 with 1,011 motorcycle registrations.

On the production side, the BMW Group Manufacturing Thailand plant was founded on BMW Group’s strong belief in the growth potential of Asian markets and Thailand in particular with its unique location, strong manufacturing base, and ready supply of skilled automotive labour, being an automotive hub for ASEAN. On-going investment has been put into the expansion of plant Rayong in terms of assembling processes, aiming to meet growing customer demand. In addition, with approximately 4 billion Thai Baht representing the amount of annual purchasing in Thailand, the BMW Global Purchasing office has been established in Thailand. This is to source various components from local suppliers in Thailand and the broader ASEAN region, in order to supply the entire BMW production network over   
30 production sites worldwide.

BMW Group Manufacturing Thailand produces the following19 models: BMW 2 Series, BMW 3 Series, BMW 5 Series, BMW 7 Series, BMW X1, BMW X3, BMW X5, BMW X6 and BMW X7, along with MINI Countryman and BMW   
Motorrad including BMW R 1300 GS, BMW R 1300 GS Adventure, BMW F 900 GS, BMW F 900 GS Adventure, BMW F 900 R, BMW F 900 XR, BMW S 1000 RR, BMW R18, BMW R18 Bagger and BMW R 12 S. In addition, BMW Group Manufacturing Thailand now assembles four BMW plug-in hybrid models; BMW 330e, BMW 530e, BMW 750e xDrive, and BMW M760e xDrive.

**For further information, please contact:**

**BMW Group Thailand**

**1397**

[www.bmw.co.th](http://www.bmw.co.th/)

[www.mini.co.th](http://www.mini.co.th/)

[www.bmw-motorrad.co.th](http://www.bmw-motorrad.co.th)

**Media Contacts:**

Hill & Knowlton Thailand

Suthatip Boonsaeng (08-7685-1695)         
[sboonsaeng@hillandknowlton.com](mailto:sboonsaeng@hillandknowlton.com)