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Austin Mini: Small Car of the 60's with A Huge Distinction

The creation of the Austin Mini has been one of the remarkable milestones noted in the entire automotive world. Its mere presence has been everywhere all through out the mid 20th century in England and in other parts of the globe, eventually ended up as an icon of the 60's. The production of this diminutive model become unstoppable ever since it was introduced. It was just in 2000 that the production was halted and run by another company.

It took quite a while before Austin Mini had been recognized and patronized by the British people. At first, people are puzzled of the Mini's revolutionary features and size, but soon it had caught the attention of the press people, the rest is history. Austin Mini become a trend, in fact, important personalities even royalties had been seen driving their own Austin Mini. Moreover, the influence of this car icon even extended in the fashion world as it became the inspiration behind the creation and design of the mini skirt.

Originally, the car was sold under BMC's Austin and Morris brands. The model branched out into several versions with the name Austin Mini at its side. Years passed and term Austin was dropped leaving name Mini as its known label. It becomes popular not only in Great Britain but also around the world.

Originally, the Austin Mini was sold under the BMC's Austin and Morris brands. Initially, the Mini was put on the market with a price under 500. Just like everything else, it took some time before the Mini was found by its audience. There are only 20,000 cars that was produced during 1959 but the production grew 10 fold after 3 years and beyond. Mini is considered to be one of the world's best-selling cars amounting to 5.3 million models manufactured up to date.

After four long decades of market presence, new car models have arrived and Austin Mini's production declined and unfortunately, ceased. However, the Mini's legacy did not stop as the brand name and all accompanying rights of Mini were bought by BMW. The company resurrected the Mini and made its comeback in 2001, leaving some of its old features behind. Today, the company promotes one model in the range, with modern designs to choose from such as Clubman and convertible. In 2008, next generation MINIs were launched with stylish looks perfectly matching the modern lifestyle of the modern age. Thoroughly re-engineered in a contemporary manner, the MINI, as it new label become one of the most wanted small car.

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