BMW Group Belux
Corporate Communications

Press release
August 31, 2026

Accent Places Record Order for Electric MINIs

Accent, part of leading HR solutions provider House of HR, has signed the largest-ever global order of 100% electric MINI vehicles, with no fewer than 500 cars. Through this agreement, the organization is choosing a mobility solution that perfectly reflects its strong local presence, employee-focused approach, and commitment to staying close to its customers through a network that covers the whole of Belgium.

The delivery of the **MINI Aceman** and **MINI Countryman** models, spread over the coming weeks and months, is part of Accent's ongoing efforts to provide its employees with an attractive, comfortable, and efficient mobility solution. MINI combines iconic design with modern technology, driving enjoyment, and everyday practicality, qualities that perfectly match the dynamic culture of Accent and its two sister companies, **Nowjobs** and **CTRL-F**.

“We are particularly proud that Accent has chosen MINI and Group Dejonckheere,” says **Gabriel Goffoy, Head of MINI Belux**. “Mobility plays a crucial role in an organization that connects people, businesses, and opportunities every day. MINI stands for character, efficiency, and driving pleasure, making it the ideal partner for a company that wants to stay close to both its customers and employees. MINI’s expressive personality aligns perfectly with the dynamism that Accent represents. This record-breaking deal was made possible thanks in part to the customer focus of our partner Group Dejonckheere. We worked together for months to develop the perfect response to Accent’s mobility needs. And I will not hide the fact that the result makes both Christophe Dejonckheere and myself extremely happy.”

With offices located across the country, Accent places great importance on accessibility and proximity. A reliable and attractive vehicle fleet is a key element in supporting that ambition.

“At Accent, we are strongly rooted in local communities and always close to our customers and candidates through a network that spans all of Belgium. That proximity is one of our greatest strengths, and it requires a vehicle fleet that aligns seamlessly with it. We deliberately chose MINI because it is a European brand. In addition, these MINIs guarantee a comfortable and enjoyable driving experience, enabling our employees to travel smoothly, pleasantly, and proudly to meet our customers wherever they may be,” says **Accent CEO Stijn Vandervorst**.

With this delivery, **BMW Group Belux**, **MINI**, and **Accent** reaffirm their shared ambition to invest in mobility solutions that are not only functional but also contribute to employee satisfaction and engagement.

About Accent / House of HR

Accent is the recruitment partner for every company and for local and international jobseekers alike. With more than **300 offices** and over **1,100 employees**, Accent operates the largest specialized branch network in Belgium.

Accent is part of **House of HR**, a leading HR services group active in human resources and composed of ten companies representing more than 40 brands. Accent works closely with sister companies **Nowjobs** and **CTRL-F**, making it the most comprehensive recruitment partner for both employers and employees.

Since 1995, Accent has been creating sustainable matches between employers and employees through both permanent and flexible employment contracts. The company combines a personal and efficient approach with a strong focus on digital innovation and close human interaction.

More information: Accent Jobs

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 2025, the BMW Group sold 2.46 million passenger vehicles and more than 202,500 motorcycles worldwide. The profit before tax in the financial year 2025 was € 10.2 billion on revenues amounting to € 133,5 billion. As of 31 December 2025, the BMW Group had a workforce of 154,540 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 through production to the end of their useful life.

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