



Press release  
September 2013

## **What makes MINI tick.** **Keep time stylishly with the new watches from the MINI Lifestyle Collection.**

**Munich.** A watch is an expression of the wearer's personality, adding subtle emphasis to his or her style. The new wristwatches in the MINI Lifestyle Collection dazzle with their quality and precision while maintaining an air of sophisticated understatement. The sporty watches bear the unmistakable stamp of the MINI brand, standing out from the crowd with their original design detail. Now, MINI is presenting five reliable companions for your wrist that are continuing the brand's tradition of functionality and ease of use.

### **MINI around the clock.**

The **MINI Chronograph Watch silver** features a captivating three-dimensional design and a sun-brushed dial with three chronograph eyes and a date indicator. The satin-finish stainless steel case and padded, three-hole leather strap in rally design complete the watch's sporty look. Wearers can even measure speed with the stopwatch function and the fixed tachymeter scale. This high-quality, analogue watch is waterproof to ten atmospheres and is also easy to see in the dark thanks to its luminous hands and markers.

The black variant - the **MINI Chronograph Watch black** - contains all the same features. This model has a comfortable, durable silicone strap and includes splashes of eye-catching colour with its red second hand and push button. Trademark chequered flag designs feature on the left side of the case and the middle chronograph eye.

The design inspiration behind the **MINI Speedometer Watch** is the car itself, as the dial of the analogue watch is modelled on the instantly recognisable MINI speedometer. Extra features include a date indicator, satin finish and part-polished stainless steel case, luminous hands and two interchangeable NATO straps in black/anthracite and black/red stripes. The watch is waterproof to ten atmospheres.

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The **MINI Weekdays Watch** also features the original MINI speedometer design. This sporty analogue watch displays the days of the week in striking orange, and the hands are luminous so the wearer can tell the time even in the dark. The watch has a silicone strap and is waterproof to three atmospheres.

The digital **MINI Watch** is available in either black or white and is a fashion highlight of the collection. Its square display can serve as a mirror and then, at the press of a button, switch to a red fluorescent display of the time and date. The embossed design of the silicon strap is reminiscent of a chequered race flag. The model can be customised to its individual wearer thanks to the interchangeable clasps that come in white, black, red and lime green.

All watches as well as several other new additions to the MINI Lifestyle Collection are available from September in selected MINI stores and online at [www.MINI-shop.com](http://www.MINI-shop.com).

Printable images can be found on the BMW Group Press Club page at [www.press.bmwgroup.com](http://www.press.bmwgroup.com).

### **The MINI Lifestyle Collection**

The MINI brand offers an extensive portfolio of products in the areas of lifestyle accessories and clothing. Products range from fashion and accessories to toys, bags, luggage and even bicycles. The MINI Lifestyle Collection comprises over 200 products, all meeting MINI's very high standards in terms of quality, performance and design.

MINI products interpret current trends while also incorporating the brand's own design tradition. Stylistic motifs such as the Union Jack, chequered flags and racing stripes evoke the brand's venerable history and its close ties to Great Britain. MINI has also devoted a special product range to the wonderful world of John Cooper Works.

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### **The BMW Group**

The BMW Group is the leading premium manufacturer of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 28 production and assembly facilities in 13 countries and has a global sales network in more than 140 countries.

# MINI

## Corporate Communications



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In 2012, the BMW Group sold about 1.85 million cars and more than 117,000 motorcycles worldwide. The profit before tax for the financial year 2012 was euro 7.82 billion on revenues amounting to euro 76.85 billion. At 31 December 2012, the BMW Group had a workforce of 105,876 employees.

The success of the BMW Group has always been built on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.

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