



Press release
October 2014

MINI presents its new collection for 2014/16. **Hitting the city in style with everyday urban wear.**

Munich. MINI is synonymous with urban lifestyle, and with its new collection for 2014/16 the brand continues to be the perfect partner for everyday life in the city. The collection was born out of MINI's urban, urbane nature and takes its inspiration from the very place where trends emerge: the street.

From 15 October, around 50 new products will be available, completing a range of products that comprises over 100 lifestyle accessories and items of clothing. In parkas, bags and bicycles, the design language is always typically MINI. The brand's British heritage is expressed through stylistic motifs such as the Union Jack and racing stripes, and even the new MINI three-door model find themselves immortalised in details on certain items. The new collection will be available from selected MINI stores and online at www.MINI-shop.com. To make sure MINI fans are well prepared for the coming season, our first look at the new collection focuses on the weatherproof highlights.

Dress code: Casual coolness by MINI.

The biker jacket is a timeless cult object that optimises masculine style and rebellion, thanks to iconic figures like James Dean and Marlon Brando. The new **Men's Racing Jacket** is MINI's own interpretation of a classic. The hard-wearing jacket combines high-tech fabric with faux leather and features a stand-up collar. The colour is a powerful sapphire blue with white bonnet stripes on the sleeves. The environmentally friendly Union Jack printed lining is made from recycled PET, while orange lining is revealed under the cuff zips.

The **Ladies'** and the **Men's MINI Jacket Yours** are dependable companions in wind and rain. The coated outer fabric is water-repellent, windproof and breathable thanks to the integrated eyelets. The male model stands out with its modern field jacket design, while the female variant is a tailored short jacket that keeps the neck of the wearer comfortably warm thanks to the ribbed collar insert. The inside lining of both models features a print of the new MINI, and racing stripes in contrasting colours stretch from the hood down the back of the jackets. A two-way zip allows the wearer to sit comfortably behind the wheel of a car, while the drawstring waist provides an adjustable fit.

Company
Bayerische
Motoren Werke
Aktiengesellschaft

Postal Address
BMW AG
80788 München

Telephone
+49-89-382-0

Internet
www.bmwgroup.com



Press release

Date October 2014

Subject MINI presents its new collection for 2014/16.

Page 2

The **Ladies' MINI Parka** is durable and is one of the collection's perennial favourites. This feminine hooded coat is characterised by its light weight, water-repellent function and comfortable fit. The grey hood lining is made from jersey and stands in contrast to the black outer material of the parka.

As well as weatherproof jackets, the MINI collection includes several sweatshirts and T-shirts for both men and women. The brand focuses on a high degree of comfort and soft materials. Highlights of the collection include the **Men's T-Shirt Speed Up**, which features a print of the new mini on the front, and the fitted V-neck **Ladies' T-Shirt Yours**, which displays 3D graphics of a MINI assembly kit.

The new product range also includes a number of accessories, such as the **MINI Umbrella Fashion** – the perfect companion on a rainy day. The umbrella opens and collapses at the touch of a button, and the Teflon® coating and Fibertec® ribs are perfect for braving stormy weather. A special feature is the handle, which is in the design of the new MINI gear knob.

The **MINI Duffle Bag** is one of the collection's classic pieces. This roomy, retro-style bag injects even more colour into autumn and is now also available in vibrant yellow and cordovan – a rich, burgundy. Standard features include a removable shoulder strap, red lining, and a separate zipper compartment. The bag is also available in six other colours to suit every taste.

Printable images can be found on the BMW Group Press Club page at 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 100 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.

The MINI Lifestyle Collection is available from selected MINI stores and online at www.MINI-shop.com.



Press release

Date October 2014

Subject MINI presents its new collection for 2014/16.

Page 3

The BMW Group

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 29 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2013, the BMW Group sold approximately 1.963 million cars and 115,215 motorcycles worldwide. The profit before tax for the financial year 2013 was € 7.91 billion on revenues amounting to approximately € 76.06 billion. As of 31 December 2013, the BMW Group had a workforce of 110,351 employees.

The success of the BMW Group has always been based 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.

www.bmwgroup.com

Facebook: <http://www.facebook.com/BMWGroup>

Twitter: <http://twitter.com/BMWGroup>

YouTube: <http://www.youtube.com/BMWGroupview>

Google+: <http://googleplus.bmwgroup.com>

BMW Corporate Communications

Nadja Horn, BMW Group Design and Lifestyle Communication
Phone: +49-89- 382-57185, Fax: +49-89- 382-20626

Markus Sagemann, Head of Product and Lifestyle Communication MINI, BMW Motorcycle
Phone: +49-89- 382-68796, Fax: +49 89- 382-20626

Media Website: www.press.bmwgroup.de

E-mail: presse@bmw.de