

News Release

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MINI Habitat wins President's Design Award for Interior Design



MINI's iconic centre in Singapore

24th November, 2006. Singapore

At the inaugural President's Design Award ceremony held yesterday in Singapore, MINI Habitat's design received recognition with a prestigious award for Interior Design in the category, *Designs of the Year*. The award was conferred by Singapore President S R Nathan.

MINI Habitat, the innovatively designed focal point for MINI sales, servicing and owner gatherings in Singapore, won the award after a rigorous judging process that evaluated considerations such as 'ability to demonstrate outstanding qualities within an international marketplace', 'additional value for the industry'; 'commitment in pushing boundaries for Singapore design', and 'industry leadership'.

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The judging process, by an international jury comprising renowned Interior Design experts from Australia and the USA, also involved interviews and close inspection of the design works.

MINI Habitat was also recently nominated for the recent 14th Asia Pacific Interior Design Awards 2006 held in Hong Kong, where it received an 'honourable mention' in the Retail Category. The Awards were organized by the Interior Design Association of Hong Kong - a member of the International Federation of Interior Architects and Designers.

The iconic MINI brand is a premium marque belonging to the BMW Group. Managing Director of BMW Asia, Mr Roland Krueger said, "The MINI showroom in Singapore is certainly an eye-catching landmark that expresses the excitement and lively nature of the brand, and we're just delighted that the design has been recognized by this prestigious award. This certainly is further endorsement of the MINI brand's remarkable appeal, seen and expressed here in a very attractive manner. We congratulate Trans Eurokars on winning the award, which is testament to the company's professionalism and commitment to the MINI brand's continued success in Singapore."

Executive Chairman of the Eurokars Group, Mr Karsono Kwee, said: "With MINI Habitat, we set out to ensure that current and future MINI owners alike are able to engage in a unique lifestyle experience, and literally make the centre MINI's home in Singapore." The Eurokars Group includes Trans Eurokars, the distributor for MINI in Singapore.

The entry for the design awards was submitted by BMW Asia's consulting partner in design concept, direction and construction, Kingsmen Exhibits Pte Ltd.

The three-storey, multi-million dollar MINI showcase was built by Kingsmen in record time and launched at a packed party on 31st December 2005, with over 600 guests that featured a facade unveiling, pyrotechnics and a countdown to the New Year. The inauguration saw Trans Eurokars become the official Singapore distributor for MINI.

A MINI First

On receiving the award, Brett Cameron, Creative Director for Kingsmen Exhibits Pte Ltd, said: "My team and I at Kingsmen are delighted and honored to receive this inaugural award for our work on MINI Habitat. As we developed this design we were fortunate to have the close support and visionary guidance from BMW Asia. The management of BMW Asia was extremely open to unconventional ideas, allowing MINI Habitat to incorporate innovative design features."

MINI Habitat, which houses a total floor space of 1,660 sq.m, is the first MINI centre in Asia to meet the latest BMW Group showroom display standards and is the first of its kind in the world. The Singapore centre is now used by the BMW Group worldwide as a benchmark for how the MINI brand should be presented, and amply demonstrates the success of design as a tool for competitive advantage.

The centre houses a sales, parts and service facility, as well as a boutique for MINI lifestyle accessories. Located at 27, Leng Kee Road, the centre was designed to complement and express the excitement and exuberance of the MINI brand.

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Creative excellence

Details range from LED mood lighting at the reception desk to a water fixture on the open-air top floor. Natural and artificial light is used in an innovative way. The MINI centre's uniqueness reflects the car's individuality as well as the character of the MINI owner or potential owners. Unlike other car showrooms, MINI Habitat has three floors; the second floor being the unobstructed primary presentation space of cars and third level an event space to host MINI events such as parties, fashion shows and chef demonstrations. Finally, a fiberglass car and two large frames of LED and neon lightings were placed at the façade to catch the attention of pedestrians and motorists along Leng Kee Road.

The President's Design Award is co-presented by the DesignSingapore Council and the Urban Redevelopment Authority, Singapore to promote greater design excellence. It acknowledges good design in the fields of architecture and urban design, fashion design, industrial and product design, interior design and visual communications design.

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MINI moments at MINI Habitat



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