

Photo Release

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MINI Halloween: Horrifyingly Cheeky!

Singapore. MINI celebrates this Halloween with yet another tongue-in-cheek stunt by dressing up four MINIs, in typical Halloween costume party-style, just for the spooky occasion.

The MINIs will be randomly appearing at areas such as the CBD, Orchard Road, Dempsey and Holland Village, as well as popular watering holes like Zouk, St James Power Station and Clarke Quay, just for this weekend.

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About MINI in Asia

MINI is headquartered and manufactured in Oxford, UK and is a brand of BMW Group. In East Asia, this iconic car is sold in New Caledonia, Philippines, Singapore and Tabiti. The full range of MINI is available in these market – MINI One, MINI Cooper, MINI Cooper S, MINI Cabriolet, MINI Clubman and MINI John Cooper Works.

For more information: www.mini.com.sg.

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About BMW Group Asia

Established in 1985, Singapore is the regional office for BMW Group Asia, which has market responsibility for all importers in the Asia-Pacific region, as well as the BMW Group subsidiary in Indonesia.

The Singapore office is also the regional centre for key corporate functions from purchasing to treasury centre and financial services. It is also home to BMW Group DesignworksUSA and the regional office for Rolls-Royce Motor Cars.

BMW Group presents three brands – BMW, MINI and Rolls-Royce Motor Cars.

For more information: www.bmwasia.com

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