

**Media Information**

8 May 2012

**Individualists with an exclusive allure:  
The MINI Baker Street, MINI Bayswater and  
MINI Cabrio Highgate.**

**Singapore.** MINI Asia today introduces three new special-edition models, which have all been inspired by the Olympic host city, in a bid to spread contemporary London style around the world. The rollout of these models sees MINI once again emphasizing not only on the individuality of the brand, but also its links to native Britain.

The latest takes on the MINI character - the MINI Baker Street, MINI Bayswater and MINI Cabrio Highgate – will be retailing through Eurokars Habitat Pte Ltd.

“The creation of special and limited editions, as well as one-off showpieces of the classic Mini and the new MINI has been an ongoing tradition ever since the first Mini was built since 1959,” said Mr Neil Fiorentinos, Managing Director of BMW Group Asia. “No other car has become the object of art and fashion as often and in the same diversity as the classic Mini and the MINI alike. This is why spectacular special models are often created, on behalf of affluent and prominent customers, to enhance the cult status of MINI to the next level.”

MINI has fascinated and inspired artists in all disciplines time and again, often drawing the interest of fashion designers, painters, as well as actors and musicians to demonstrate their creativity in designing and creating very special versions of the brand. Some of these celebrities include; British actor Peter Sellers, British fashion designer Paul Smith, Super-model Kate Moss, and Pop-icon Davie Bowie, just to name a few.

“In a similar capacity, the three latest special edition MINI models have been created to pay tribute to MINI’s strong British heritage by accentuating its timeless design with an essential dose of Brit-cool,” added Mr Fiorentinos.

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Expressive design features and exclusive equipment inject the cars' exterior appearance, interior ambience and hallmark driving fun with their own distinctive flavor. The MINI Baker Street embodies the youthful, fresh and innovative trend-setting style of the brand, while the MINI Bayswater focuses primarily on the sporting verve and agile handling for which MINI is renowned. Meanwhile, MINI fans looking to combine open-top driving fun with sophisticated individuality will be elated with the MINI Cabrio Highgate.

**MINI Baker Street: an individualist with a taste for extravagance.**

New exterior and interior design details developed exclusively for the MINI Baker Street mark out this special-edition model. The Rooftop Grey metallic exterior paint shade combines with special bonnet stripes whose basic colour black is given extra character by a subtle V-shape design. 16-inch 6-Star twin-spoke light-alloy wheels painted in high-gloss black along with matching black exterior mirror caps present an attractive contrast to the bold, contemporary appearance of the new exterior paintwork.

The MINI Baker Street can also be ordered as an option in the body shades Pepper White and Midnight Black. In MINI Cooper trim the roof is painted black, while "Baker Street" lettering on the side scuttles framing the side indicators points to the exclusive character of this special-edition model.

In the interior a fresh interpretation of the cloth/leather seats available for the standard MINI teams up with exclusive interior surfaces to create an unmistakable ambience. In traditional British style, the surfaces of the new seat variant in Cross Check Rooftop Grey light feature a diamond pattern. Cross Check Rooftop Grey light is also used for the surfaces of the cockpit and door trim and is combined with a Rooftop Grey light Colour Line. Light grey contrast stitching for the floor mats, gearshift/selector lever as well as the handbrake gaiters and seat tags which, like the door sills, bear "Baker Street" lettering, round off the array of bespoke interior features. The Chrome Line Interior package adds further lustre.

The equipment list for the MINI Baker Street also includes the Chili Pack, which brings with it automatic air conditioning, an on-board computer, a sport leather steering wheel, the Chrome Line Exterior package, front foglamps, a lighting package and sport seats. The range of optional equipment, meanwhile, offers a host of other items with which customers can tailor their car to their personal requirements. The MINI Baker Street is

available with the MINI Cooper (120 hp) engine which channels its their power through a standard six-speed automatic.

For visitors to London and locals alike, the MINI Baker Street's name will be synonymous with the address of a certain fictional hero. It is 125 years since Sherlock Holmes author Arthur Conan Doyle released his first story with the master detective in the title role.

Today, the Sherlock Holmes Museum and Madame Tussauds waxworks museum can both be found just a stone's throw from Baker Street underground station.

### **MINI Bayswater: the extrovert sportsman.**

The MINI Bayswater wears its inherent sporting élan and extrovert style very much on its sleeve. The Kite Blue metallic exterior paintwork was created exclusively for the special-edition model, as was the interior design and 17-inch light-alloy Sandblast wheels with high-gloss black surfaces and bright machined rim and spoke edges. Midnight Black metallic and Eclipse Grey metallic paint shades can be ordered for the MINI Cooper S as an alternative to the new, radiant Blue finish. The sporty appearance of the MINI Bayswater is emphasised by the black contrasting roof and the likewise newly created Sport Stripes for the bonnet, which streak dynamically towards the windscreen. The exterior mirror caps carry an identical stripe design – blue on the right-hand side of the car, grey on the left.

“Bayswater” lettering adorns the side indicator surrounds, door sills and seat tags. The Punch Leather seats come in the exclusive colour variant Rocklite Anthracite and include side bolsters sporting a metallic sheen and blue and grey contrast stitching. Two-tone contrast stitching also adorns the gearshift/selector lever and handbrake gaiters.

Other innovative design features in the interior include Piano Black cockpit trim strips, which continue the path set by the Sport Stripes over the bonnet, and the leather Colour Line elements in Rocklite Anthracite, whose classy character is emphasised by black stitching. The same leather variant is also used for the armrests, while the model-specific floor mats have anthracite-coloured edging and blue contrast stitching.

The MINI Bayswater also comes with stainless steel pedals and the Chrome Line Interior package, and includes the Chili Pack in its range of equipment. Additionally, the new special



edition can likewise be specified with a wide variety of items from the optional equipment list if further individual touches are desired.

In keeping with its sporting charisma, the MINI Bayswater lines up for action with powerful engines at its fingertips. Customers can order their MINI Bayswater in MINI Cooper S (184 hp) trim. The special-edition model is also delivered with a standard six-speed automatic feature.

The MINI Bayswater takes its name from an extremely vibrant area of London. Located to the west of the city centre – halfway between the shopping hot spots of Knightsbridge and Notting Hill – Bayswater is best known for its unusually high density of bars and restaurants, not to mention the adjacent and no less famous Hyde Park.

**MINI Cabrio Highgate: An premium interpretation of British style.**

New exterior paint finishes, soft-top colours and wheel designs have been developed specially for the MINI Cabrio Highgate, and provide the external expression of its exclusive aura. The new body colour Iced Chocolate metallic captures the imagination with its refined and understated basic colour and a special pigmentation that reveals a subtle, bluish lustre under the sun's rays. In keeping with the theme, the brown soft-top roof also has a light metallic sheen. This distinctive look is further enhanced by brown/black bonnet stripes with blue edging, while Midnight Black metallic or White Silver metallic paintwork can be specified as an option. The exterior mirror caps of the special-edition model are also painted in the body colour. Another feature developed exclusively for the MINI Cabrio Highgate are the 17-inch Double Cross light-alloy wheels in a refined, subtly-shaded aluminium colour. The wheels' spoke arrangement is inspired by the pattern of the Union Jack flag.

The "Highgate" lettering on the side indicator surrounds, door sills and seat tags is a nod to the car's exclusive character, as are the bespoke colours and materials used in the interior. The Lounge Leather seats and leather Colour Line elements come in Dark Truffle and feature light contrast stitching. Light blue piping on the seats and Dark Truffle contrast stitching on the gearshift/selector lever and handbrake gaiters are further highlights. Stainless steel pedals, Suntouched Brushed Alloy interior trim elements, the Chrome Line Interior package and floor mats with Dark Truffle edging round off the stylish interior ambience of the MINI Cabrio Highgate.



The MINI Cabrio Highgate can be ordered in MINI Cooper (120 hp) and MINI Cooper S (184 hp) guise. Both the engines channel their power through a standard six-speed automatic transmission.

Customers can add their own personal touches to the extensive standard equipment of the MINI Cabrio Highgate by dipping into the wide assortment of options designed to enhance both comfort and driving fun.

The MINI Cabrio Highgate takes its name from one of the most exclusive residential areas of London, which is known for its historic architecture and wide open green spaces, and is home to numerous showbiz celebrities.

“With the three new special-edition models, MINI returns to the London theme to further accentuate the link with its home country and the fascination surrounding the London lifestyle. Indeed, the MINI Baker Street, MINI Bayswater, and MINI Cabrio Highgate, are following the tyre tracks of a naming tradition and individualization of the brand begun by the classic Mini and reprised more recently with the MINI Camden, MINI Mayfair and MINI Clubman Hampton special editions,” concluded Mr Fiorentinos.

The MINI Baker Street, MINI Bayswater and MINI Cabrio Highgate will all be available at Eurokars Habitat Pte Ltd from May 2012 onwards.

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Additional information enclosed:

1. The Special-Edition MINI price list.
2. The Special-Edition MINI variants and specifications.

#### **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 Brunei, Indonesia, New Caledonia, Philippines, Singapore and Tahiti. The full range of MINI is available in these market – MINI Hatchback, MINI Cabriolet, MINI Clubman, MINI Countryman, MINI Coupé, MINI Roadster and MINI John Cooper Works.

For more information: [www.mini.com.sg](http://www.mini.com.sg).

#### **The BMW Group**

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI, Husqvarna Motorcycles and Rolls-Royce brands. As a global company, the BMW Group operates 25 production and assembly facilities in 14 countries and has a



global sales network in more than 140 countries.

In 2011, the BMW Group sold about 1.67 million cars and more than 113,000 motorcycles worldwide. The profit before tax for the financial year 2011 was euro 7.38 billion on revenues amounting to euro 68.82 billion. At 31 December 2011, the BMW Group had a workforce of approximately 100,000 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. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last seven years.

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#### **Eurokars Habitat Pte Ltd**

In 2006, the first ever MINI Habitat, developed by Eurokars Group, was officially opened to the public. Voted as the best MINI Showroom in 2009 at the International MINI Dealer Conference held in London, MINI Habitat encompasses the vibrant colours, quirky designs and trademarks of the MINI brand. Currently, MINI Habitat houses seven models – MINI Stratford, MINI Cooper, MINI Cooper S, MINI Cabriolet, MINI Clubman, MINI John Cooper Works and MINI Countryman, MINI Coupe, MINI Roadster and with more to arrive.

#### **MINI Habitat is located at 27 Leng Kee Road.**

Operation hours:

Mon – Sat 8:30AM – 7.00PM.

Sun and public holidays 10.00AM – 6.00PM.

For more information: [www.mini.com.sg](http://www.mini.com.sg)

Facebook: <http://www.facebook.com/MINI.Singapore>

For more information:

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## **1. Special-Edition MINI price list.**

<b>Model</b>	<b>Retail price (at press time)</b>
MINI Baker Street	\$158,800
MINI Bayswater	\$183,800
MINI Cabrio Highgate <ul style="list-style-type: none"><li>• Cooper</li><li>• Cooper S</li></ul>	<div>\$188,800</div> <div>\$206,800</div>

- Warranty: 3 years or 90,000km whichever comes first
- MSI (MINI Service Inclusive): 3 years or 70,000km whichever comes first
- Prices and equipment are accurate at press time. These are subject to change without prior notice.
- Package price includes 1<sup>st</sup> year road tax, number plates, in-vehicle unit (IU), registration fees, GST and Certificate of Entitlement (COE).

## **2. Special-Edition MINI specifications.**

### **MINI Baker Street (AT)**

Four-cylinder in-line engine with VALVETRONIC.

Capacity: 1,598cc, max output: 122 hp at 6,000 rpm

Max torque: 160 Nm from 4,250 rpm

Acceleration: 0-100 km/h in 10.4 seconds

Top speed: 197 km/h

Average fuel consumption to the EU standard: 6.4 ltr/100km

CO<sub>2</sub> emissions to the EU standard: 150 g/km

full compliance with the EU5 emission standard.

### **MINI Bayswater (AT)**

Four-cylinder in-line engine with twin-scroll turbocharger with direct injection and technological details from motorsport.

Capacity: 1,598cc, max output: 184 hp at 5,500 rpm

Max torque: 240 Nm from 1,600-5,000 rpm (with overboost at 260Nm at 1,700 – 4,500 rpm)

Acceleration: 0-100 km/h in 7.2 seconds

Top speed: 223 km/h

Average fuel consumption to the EU standard: 6.4 ltr/100km

CO<sub>2</sub> emissions to the EU standard: 149 g/km.

### **MINI Cabrio Highgate (AT)**

#### **[MINI Cooper Variant]**

Four-cylinder in-line engine with VALVETRONIC.

Capacity: 1,598cc, max output: 122 hp at 6,000 rpm

Max torque: 160 Nm from 4,250 rpm

Acceleration: 0-100 km/h in 11.1 seconds

Top speed: 191 km/h

Average fuel consumption to the EU standard: 6.6 ltr/100km

CO<sub>2</sub> emissions to the EU standard: 154 g/km

full compliance with the EU5 emission standard.





**MINI Cabrio Highgate (AT)**

**[MINI Cooper S Variant]**

Four-cylinder in-line engine with twin-scroll turbocharger with direct injection and technological details from motorsport.

Capacity: 1,598cc, max output: 184 hp at 5,500 rpm

Max torque: 240 Nm from 1,600-5,000 rpm (with overboost at 260Nm at 1,700 – 4,500 rpm)

Acceleration: 0-100 km/h in 7.6 seconds

Top speed: 220 km/h

Average fuel consumption to the EU standard: 6.6 ltr/100km

CO<sub>2</sub> emissions to the EU standard: 153 g/km.