



Media Information

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Iconic MINI flagship showroom opens in Jakarta with urban lifestyle concept.

Jakarta. The first exclusive MINI showroom in Indonesia officially opens today in Jakarta following the iconic British brand's successful debut in Indonesia a year ago.

Among those attending the ceremony were UK Ambassador to Indonesia Mr. Mark Canning, the President Director of BMW Group Indonesia Mr. Ramesh Divyanathan and the President Director of Maxindo Mr. Joe Surya, which BMW Group Indonesia appointed as the partner for MINI in Indonesia.

"Be it in aerospace, automotive or any other field of advanced engineering, the UK possesses world-class capability and it all comes together in this car. MINI is designed and still manufactured in Oxford - is a true British icon, and is probably the most-recognised car in the world. It combines brilliant engineering with a design that stands out for its flair, styling and beauty," said Mr. Mark Canning in his speech.

"I'm delighted that Indonesians have been buying these brilliant cars in such numbers and I hope the opening of this new centre means we will see more of these cultural icons on Indonesia's roads. This is quite simply the most recognised and coolest car on the road."

"We are extremely excited with the opening of this world-class MINI showroom in Jakarta, following its successful market penetration in 2012. MINI in Indonesia has done exceptionally well in its first full year, recording the 2nd highest sales in South East Asia," said Mr. Divyanathan.

"In a short period of time, MINI has gained huge popularity and recognition in Indonesia. The brand has established itself as a symbol of urban driving fun and an essential part of the mobile lifestyle."

Maxindo is also committed to the success of the MINI brand in Indonesia. “We have invested Rp. 62 billion in building the first MINI showroom in Jakarta. This shows our strong commitment to make this facility the home for all MINI owners, to strengthen our sales in the market as well as to provide the best services to our MINI customers,” said Mr. Surya.

The 4,636 sqm five-storey flagship showroom situated on 1,105 sqm of land at Jl. Sultan Iskandar Muda in Pondok Indah, is one of the largest MINI facilities in Asia and is the most modern and up-market car showroom in Indonesia.

The building features a black façade with two full-size MINI cars on the exterior wall creating a unique, stylish and striking look. The unique design of the showroom fits the lifestyle of trend-conscious Jakartan urbanites as a great place for them to hang out.

Highlights of the showroom are the funky reception area, an inventive display of 13 MINIs, MINI John Cooper Works corner, MINI Connected corner, MINI Lifestyle and Accessories and a rooftop entertainment area.

Maxindo employs 40 staff to run its sales, marketing, customer services, after-sales and the overall business operations.

A total 35 percent of the overall building area is dedicated for a state of the art after-sales service area with a total of 11 workbays. Fifteen professional and trained services advisors and mechanics are on hand to provide services and support to all MINI owners in Jakarta.

All MINI vehicles purchased from Maxindo come with MINI Service Inclusive, offering a five-year or up to 70,000 km free regular maintenance and two-year warranty without mileage limitation.

MINI Renew program is also offered at MAXINDO for owners who purchase their MINI from non-authorized dealer. The program covers the reconditioning of the car according to Indonesia specifications and the special purchase of MINI Service Inclusive package. This is to ensure that all MINI owners in Indonesia will have a peace of mind ownership experience.

Information on MINI in Indonesia

Website : www.MINI.co.id

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