



Media Information

27 December 2013

MINI NEXT launches in Singapore.

Pre-loved MINI cars now offered with a peace of mind like no others.

Singapore. MINI Asia today announced the launch of MINI NEXT, a specialised retailing arm that offers pre-loved MINI cars that have been put through stringent 360-degree checks and reconditioning process by MINI-certified technicians using genuine parts.

Singapore's first MINI NEXT will be operated by Eurokars Next, which is the sister company of MINI Habitat – Singapore's sole authorised MINI dealer.

"We are very pleased to be launching MINI NEXT on this occasion. With the growing popularity of MINI cars since its official introduction in Singapore more than 10 years ago, the time is ripe to introduce a specialised pre-loved unit to reach out to a wider MINI fan base locally," said Mr Preecha Ninatkiattikul, Head of MINI Asia.

"MINI NEXT is beyond a used car transaction. It offers a complete MINI experience with added peace of mind that no other dealer retailing pre-loved MINI cars in the market presently can match," added Mr Ninatkiattikul.

At MINI NEXT, selected pre-loved MINI cars will come with a minimum 12-month warranty. The cars will undergo a 360-degree technical and optical check by qualified MINI technicians, and are backed with approved service and vehicle history, which is not always readily available for most used car purchases.

Further, customers purchasing from MINI NEXT will be able to gain from other benefits such as attractive finance and insurance packages, roadside assistance, as well as alluring trade-in offers.

"For any buyers considering pre-owned cars, the primary concern tends to be whether the cars are in good working condition and have a good history record." said Ms Cheryl Chiok, General Manager of MINI Habitat.

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“Now there is added assurance that the pre-loved MINI program cars sold to our customers are not only in certified, good working condition, but further comes with added warranty of up to a year. This would most definitely boost our customers’ confidence in choosing MINI NEXT over other used car dealerships,” concluded Ms Chiok.

Some of the models that are currently on retail at MINI NEXT include the MINI Hatch, MINI Coupé, MINI Roadster, MINI Countryman as well as the latest MINI Paceman.

To scan for an available pre-loved MINI of choice, please visit

http://www.mini.com.sg/used_cars/searchMINI/index.php

The new MINI NEXT showroom is located at 237 Alexandra Road, #01-01/02 The Alexcier, Singapore 159929, and operates from 8.30am to 6.00pm from Monday to Saturday, and 10.00am to 6.00pm on Sunday and Public Holidays.

Additional information enclosed:

1. Map to MINI NEXT Showroom.

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

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

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 the MINI Brick Lane, MINI Cooper, MINI Cooper S, MINI Cabriolet, MINI Clubman, MINI John Cooper Works and MINI Countryman, MINI Coupé, MINI Roadster, MINI Paceman 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
Facebook: <http://www.facebook.com/MINI.Singapore>

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1. Map to MINI NEXT Showroom

