

MINI

INDONESIA



Media Information

21 April 2015

The MINI Limited Edition NESCAFÉ Dolce Gusto. Design Collaboration for Urban People.

Jakarta. Two unique brands, one common mindset. One specializes in creating a design icon, the other in creating a high quality and stylish coffee. Both the MINI brand and NESCAFÉ Dolce Gusto share the same sense of excitement and anticipation at putting wide smiles on the faces of their fans. The result of this passion is for the first time in Indonesia, MINI formed an official partnership to collaborate on the limited edition MINI Genio coffee machine.

“The MINI brand is about excitement, energy as well as an irresistibly emotional and authentic design. This brand image is not only confined to MINI cars and services, but also extends to its Lifestyle Collection. The versatility of the MINI Lifestyle Collection proves that a MINI keeps on going even when the roads come to an end. The MINI brand is about more than cars and innovative technology – it’s a way of life!” said Jodie O’tania, Head of Corporate Communications BMW Group Indonesia.

“By bringing MINI two iconic black stripes and the MINI logo to grace the outer skin of the NESCAFÉ Dolce Gusto, we have been able to give a new way to enjoy modern art coffee, and also giving MINI lovers a new artistic experience,” added Jodie.

###

Information about MINI in Indonesia

Website : www.MINI.co.id
Facebook : MINI.Indonesia
Twitter : MINI_Indonesia
PT. Maxindo International Nusantara Indah

MINI

INDONESIA



MINI Authorized Dealer

Jakarta

Jl. Sultan Iskandar Muda no. 99, Arteri Pondok Indah
Jakarta Selatan 12240
Tel. +62 89 8899 6464 (BB PIN: 21480F49)
Email sales@nusantara-mini.co.id

Surabaya

Lenmarc Mall unit G-08
Jl. Bukit Darmo Boulevard
Surabaya 60226

For further information, please contact:

Corporate Communications
Jodie O'tania
Tel: +62 -21- 2992 3000
Mobile: +62-811-153-4962
Email: jodie.otania@bmw.co.id

Alia Hadju
Tel: +62-21-2992 3000
Mobile: +62-812-853-222 53
Email: alia.hadju@bmw.co.id