

Media Information

8 January 2018

MINI at Singapore Motorshow 2018. **A line-up to turn heads and thrill senses.**

Singapore. Eurokars Habitat will showcase the latest range of MINI cars at the Singapore Motorshow 2018 from 11 to 14 January 2018 at the Suntec Singapore Convention Centre (Level 4, MINI Booth).

Ms. Cheryl Chiok, Managing Director of Eurokars Habitat said, “We are excited to participate in the Singapore Motorshow for the first time. Throughout the next week, visitors will have an opportunity to get up close with a range of MINI cars sporting stylish looks, with unrivalled performance, that deliver driving fun for every occasion. Whether it be for their daily commute to the office or a nice weekend getaway with family and friends, we are confident that our MINI cars will create that hallmark MINI energy and excitement every time they get behind the wheel.”

The John Cooper Works Lifestyle Collection will also be unveiled at the Singapore Motorshow. The Collection offers a range of textiles, bags, clever everyday items and kids’ gear that bring the inimitable spirit of the race-track, a motor sport mindset and the MINI sub-brand’s distinctive design to daily life. The John Cooper Works Lifestyle Collection is available for viewing at the MINI booth on Level 4 and the Eurokars Habitat showroom.

For more information on the MINI range that will be on display and the exact location of the MINI booth on the map please visit: <https://cp.mini.com.sg/motorshow/>.

The event will showcase the MINI models listed below:

- MINI John Cooper Works 3 Door
- MINI Cooper Countryman
- MINI Cooper Clubman
- MINI Cooper S Convertible

Please refer to the addendum for all the model descriptions.

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For media enquiries, please contact:

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About 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 3 Door, MINI 5 Door, MINI Convertible, MINI Clubman, MINI Countryman, as well as the full range of MINI John Cooper Works.

For more information: www.eurokarsgroup.com.

Eurokars Habitat is located at 27 Leng Kee Road.

Operation hours:

Mon – Sat 8.30AM – 7.00PM.

Sun and public holidays 10.00AM – 6.00PM.

Addendum – MINI Model Descriptions.

MINI John Cooper Works 3 Door

MINI has carried a passion for motor racing in its genes for 58 years and this is expressed more intensely than ever before in the extreme driving fun offered by the top athlete in the small car segment – the MINI John Cooper Works 3 Door. The exceptional standing of the MINI John Cooper Works 3 Door is due to the most powerful engine ever installed in one of the brand's serial production models, suspension technology refined with racing expertise and model-specific design features which not only optimise the car's aerodynamic features but also underscore its exclusive charisma. With its irresistible temperament and enthralling performance figures, it outperforms the sportiest variants of the MINI just as strikingly as it does the predecessor model with the John Cooper Works logo on the radiator grille.

MINI Cooper Countryman

The new generation of the MINI Countryman sees the tradition-steeped British brand continue its advance into the premium compact segment. The new MINI Cooper Countryman is the biggest and most versatile model in the brand's 58-year history. Having been completely newly developed, it now reflects considerable advancements in the areas of space, functionality, athletic flair and premium characteristics. The new MINI Cooper Countryman achieves its unique standing among direct competitors due to its powerfully expressive design, efficiently shaped bodywork and in particular its unmatched driving agility.



MINI Cooper Clubman

The MINI Cooper Clubman offers the highest level of everyday practicality, long distance suitability, versatility and ride comfort. With four doors and the characteristic split doors at the rear, five fully-fledged seats and a generously sized, versatile interior, the MINI Cooper Clubman meets all the requirements of the compact class in terms of functionality in its own unconventional way. Individual style, outstanding driving fun and the quality level of a premium automobile make it an exceptional phenomenon that allows additional target groups to get a taste of the distinctive MINI feeling.

MINI Cooper S Convertible

The MINI Cooper S Convertible, the first and still the only premium convertible in the small car segment; combines open-top driving fun on four seats with optimised qualities in terms of sportiness, efficiency, comfort, functionality, safety, connectivity and quality of both materials and workmanship. It takes just 18 seconds to combine the further enhanced driving fun of a MINI with an intensive open-air feeling. For this purpose, the MINI Cooper S Convertible is fitted with a fully automatic, fully electrically powered and therefore particularly quiet soft top operation system as well as a rollover protection.