



Media Information
14 August 2018

The MINI Story Comes to Life at BMW World of Passion and Joy. Design Heritage Powers MINI into the Future.

Singapore. MINI Asia is excited to invite guests of all ages to explore The MINI Story from 25-26 August 2018 at 'BMW World of Passion and Joy' at the Suntec Singapore International Convention and Exhibition Centre. Throughout the two-day event, visitors will have an opportunity to wander through the five chapters of the MINI Story including Creative Solutions, MINI In Design, MINI Personalities, MINI Makers, and Personalisation.

Die-hard Mini enthusiasts will also have a chance to see a Designer Mini by Paul Smith, one of three presented by Rover as part of Mini's 40th anniversary. Taking the inspiration for his design from the stripes characteristic of his 1997 collection, the car was eventually sprayed with 86 stripes in 26 colours.

Additional activities include the opportunity for you to create a personalised name card holder, capture your memories in the MINI Photo booth, and explore the past in the Alec Issigonis design studio.

Additional details on the five chapter of The MINI Story are as follows:

CREATIVE SOLUTIONS.

Since day one, MINI has worked to overcome urban challenges with intelligence and creativity. Whether it's designing around fuel shortages or regulatory restrictions, MINI cleverly answers contemporary questions. The CREATIVE SOLUTIONS area highlights the relationship between MINI and urban needs – showcasing our space-saving solutions and design accents made to brighten urban lives.

MINI IN DESIGN.

MINI stands for design competence. It is known for stylish cars with stand-alone character and a design that is contemporary yet timeless. From reinventing our own design icon to collaborating with



industry leaders, design is the bond and bridge for everything we do. The MINI IN DESIGN area places MINI in a greater design context, showcasing our creative explorations.

MINI PERSONALITIES.

MINI has always been more than a car. It is a mover, co-creator of the Zeitgeist, and the ultimate accessory of true trailblazers. Our irreverent British attitude attracts creative personalities to this day. The PERSONALITIES area looks at cultural icons who embody the brand and accompany us on our way now and then.

MINI MAKERS.

MINI is made with attention to detail. Building a MINI is a labor of love – from the collaborative spirit of the design studio to the craftsmanship and care in the assembly. MINI is made by makers – made for makers. The MAKERS area delves in to the people behind the production, their ideas, their passion and where they find inspiration.

PERSONALISATION.

Special editions and today's personalisation options offer countless possibilities of self-expression and an enormous range of combinations on the market. We encourage our customers to express their own personal style with MINI. And things will only become more unique in the future. The PERSONALISATION area is about making MINI your own.

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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 Singapore, Brunei, Vietnam, New Caledonia, Guam, Sri Lanka, Tahiti, Philippines and Indonesia. The full range of MINI is available in these markets – MINI 3 Door, MINI 5 Door, MINI Convertible, MINI Clubman, MINI Countryman, and MINI John Cooper Works.

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