

Media Information

3 June 2019

The MINI 60 Years Edition and Lifestyle Collection now available in Singapore.

Singapore. MINI Asia and Eurokars Habitat today announced the availability of the MINI 60 Years Edition – an exclusive design model highlighting the British origins of MINI as well as the signature agile character of MINI vehicles – in Singapore. In conjunction with this launch, MINI Asia and Eurokars Habitat are also proud to present the MINI 60 Years Lifestyle Collection which includes items from clothing and accessories to children’s products.

The MINI brand has always stood for an original that constantly reinvents itself – it is firmly rooted in tradition, yet always open to change. Even after 60 years, MINI continues to be renowned for bringing worldwide popularity to unique properties such as the go-kart feeling and the creative use of space. In addition, fans of MINI identify strongly with the brand tenets of striking design and individuality. The MINI 60 Years Edition and the MINI 60 Years Lifestyle Collection thus capture the essence of MINI, and pay homage to these values of the brand.

According to Kidd Yam, Head of MINI Asia, “Six decades after the launch of a compact British car that rewrote the rules of motoring, we are thrilled to begin the celebrations of MINI 60 Years in Singapore with the launch of this exclusive design model. The MINI 60 Years Edition pays homage to the brand’s sporting spirit with its high-quality design and equipment features, and our specially curated Lifestyle Collection creates the perfect blend of the classic and the modern. This launch is a fitting start to commemorate the genesis of MINI, and we look forward to celebrating this special year with our friends and fans of the brand.”



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Exterior design.

The MINI 60 Years Edition is immediately recognisable with a paint finish in the classic colour of British racing cars. In particular, the new British Racing Green paintwork offers an exceptionally clear expression of the premium small car's character and origins. Alternative body finishes include Melting Silver, Midnight Black, and the MINI Yours Lapisluxury Blue.

The chosen body colour is combined with a paint finish in Pepper White or Black for the roof and exterior mirror caps. Other exterior highlights include LED headlights, LED fog lamps, white turn indicators, and LED rear lights in the Union Jack design. The special 60 Years logo appears on the left-hand bonnet stripe, as well as on the side scuttles of the turn indicators. Exclusive 17-inch 60 Years Spoke light alloy wheels in the Dark Spectre Grey with Burnished Spokes design then round off the distinct look of the edition vehicles.

Interior design.

A signature element of the MINI 60 Years Edition is the special LED projection – upon opening or closing of the driver's door, the 60 Years logo appears in the LED light projection. This logo can be projected for 20 seconds. Inside the car, the anniversary logo can be found on the seats, steering wheel, and the door sill finishers at the driver and front passenger doors. On the front passenger's side, there is an exclusive interior surface finisher with the 60 Years logo in printed film with pinstripes in British Racing Green and Dark Silver. The standard equipment of the edition vehicles includes a sports leather steering wheel along with sports seats in the MINI Yours Leather Lounge 60 Years in the exclusive Dark Maroon colour.

MINI Connected.

The MINI 60 Years Edition comes with MINI Connected as standard. This new digital feature allows MINI drivers to access a digital world of personalised services designed to make day-to-day mobility and planning even easier – and, in so doing, integrate the MINI seamlessly into their digital lives. New services include Real-Time Traffic Information and Apple CarPlay.



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Available models.

This special edition is available for the MINI Cooper 3 Door, MINI Cooper S 3 Door, MINI Cooper 5 Door, and MINI Cooper S 5 Door. A 7-speed Steptronic transmission with double clutch is fitted as standard across all MINI Cooper models – this transmission type is characterised by very quick gearshifts, enabling extremely sporty acceleration manoeuvres without torque interruption. On the Cooper S models, a 7-speed Steptronic sports transmission with double clutch is available – this incorporates shift paddles at the steering wheel for particularly spontaneous manual intervention in the choice of gear.

All Steptronic transmissions available for the MINI 3 Door and MINI 5 Door models allow use of the coasting function in MID and GREEN mode as well as the latest generation of the auto start/stop function.

The MINI 60 Years Lifestyle Collection.

It is the remarkable history, timelessly fascinating charm as well as products with unique and ground-breaking features that characterise the premium brand MINI.

Each item featured in this collection was designed to reflect on six decades of inspiration for the brand. One clear example is the **MINI Stripe T-Shirt** featuring the iconic colour of British Green for women, and Black for men. The t-shirts' linear stripes, which are broken up by offset edges, are featured in the vibrant Coral and Lemon colours. Other clothing options include the **MINI Car Print T-Shirts** with stylised classic Minis, as well as the **MINI Vintage Logo T-Shirt**. Accessories such as the **MINI Striped Duffle Bag** features a contrasting striped pattern that can be found on the **MINI Striped Shopper** as well as the **MINI Striped Belt Bag**. Other covetable accessories such as the **MINI Colour Block Ice Tea Jug** and **MINI Football** perfectly round off the pieces in the new Collection.

For the young ones, MINI offers the **MINI Striped Toy Box**. Optimising space has long been one of the most striking characteristics of the brand, and the toy box provides the children's room with ample storage space for the children's favourite games. Another highlight of the Collection is the **MINI Bulldog 2.0** – the cuddly canine is a trusty companion on big and small adventures. The **MINI Striped**

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Baby Gift Set, including five individually patterned pairs of socks and a striped hat, makes for a very special gift for new parents.

The MINI 60 Years Edition as well as the MINI 60 Years Lifestyle Collection are now available for viewing at the Eurokars Habitat showroom.

Additional information enclosed:

1. The MINI 60 Years Edition price.
2. The MINI 60 Years Edition specifications.

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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, Tahiti, Philippines and Indonesia. The full range of MINI is available in these market – MINI 3 Door, MINI 5 Door, MINI Convertible, MINI Clubman, MINI Countryman, and MINI John Cooper Works.

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

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.

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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.

1. The MINI 60 Years Edition price.

Model	VES Band	Retail price (at press time)
MINI Cooper 3 Door 60 Years Edition	B	\$141,888
MINI Cooper S 3 Door 60 Years Edition	B	\$161,888
MINI Cooper 5 Door 60 Years Edition	B	\$144,888
MINI Cooper S 5 Door 60 Years Edition	B	\$164,888

2. The MINI 60 Years Edition specifications.

MINI Cooper 3 Door 60 Years Edition.

Three-cylinder petrol engine with MINI Twin Power Turbo Technology (turbocharging, direct injection, VALVETRONIC).

Capacity: 1,499 cc.

Max output: 136 hp at 4,500-6,500 rpm.

Max torque: 220 Nm at 1,480-4,200 rpm.

Acceleration: 0-100 km/h in 7.8 seconds.

Top speed: 210 km/h.

Average fuel consumption: 5.3 l/100 km.

CO₂ emissions: 122 g/km.

MINI Cooper S 3 Door 60 Years Edition.

Four-cylinder petrol engine with MINI Twin Power Turbo Technology (turbocharging, direct injection, VALVETRONIC).

Capacity: 1,998 cc.

Max output: 192 hp at 5,000-6,000 rpm.



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Max torque: 280 Nm at 1,350-4,600 rpm.

Acceleration: 0-100 km/h in 6.7 seconds.

Top speed: 235 km/h.

Average fuel consumption: 5.5 l/100 km.

CO₂ emissions: 125 g/km.

MINI Cooper 5 Door 60 Years Edition.

Three-cylinder petrol engine with MINI Twin Power Turbo Technology (turbocharging, direct injection, VALVETRONIC).

Capacity: 1,499 cc.

Max output: 136 hp at 4,500-6,500 rpm.

Max torque: 220 Nm at 1,480-4,200 rpm.

Acceleration: 0-100 km/h in 8.1 seconds.

Top speed: 207 km/h.

Average fuel consumption: 5.4 l/100 km.

CO₂ emissions: 123 g/km.

MINI Cooper S 5 Door 60 Years Edition.

Four-cylinder petrol engine with MINI Twin Power Turbo Technology (turbocharging, direct injection, VALVETRONIC).

Capacity: 1,998 cc.

Max output: 192 hp at 5,000-6,000 rpm.

Max torque: 280 Nm at 1,350-4,600 rpm.

Acceleration: 0-100 km/h in 6.8 seconds.

Top speed: 235 km/h.

Average fuel consumption: 5.6 l/100 km.

CO₂ emissions: 128 g/km.