



Media Information

12 Jun 2019

Celebrate 60 years of MINI with #60MINIWISHES.

Fulfil a wish, give back to the community, and let the celebrations begin!

Singapore. 2019 is a very special year for MINI, marking 60 years since the launch of the compact British car that rewrote the rules of motoring. From a concept sketch on a napkin to becoming one of the best-selling British cars, it has been six decades of excitement, inspiration, and driving fun.

To celebrate this significant milestone, MINI Singapore invites you to show your love for MINI by helping fulfil its 60 birthday wishes!

“The success of MINI over the years is based on a growing community of MINI fans and owners,” said Kidd Yam, Head of MINI Asia. “We invite everyone to join the growing MINI community in Singapore, unleash their creative spirit, and have a little fun fulfilling one of the 60 wishes. Whether you’re embarking on a road trip in your MINI, baking cookies inspired by MINI, or planting a tree to make the earth greener, there’s so much you can do to help MINI, and the community, celebrate this special occasion.”

Visit www.mini.com.sg/60miniwishes and click on each individual wish to find out what you can do to celebrate this special occasion with MINI. Share photos and/or videos on Instagram showing how you have fulfilled the wish, and include the tags @mini_sg and #60MINIWISHES in your post. As each wish is fulfilled, it will be struck off the list and the best submission will be published on the microsite.

Upon fulfilling a wish, you stand a chance to win an exclusive item from the [MINI 60 Years Lifestyle Collection](#), a specially curated selection ranging from clothing and accessories to children’s products. Each item featured in this collection is the perfect blend of the classic and the modern, and have been designed to reflect six decades of inspiration for the brand.



The MINI 60 Wishes programme is live now and ends on Saturday, 24 Aug 2019.

-End-

For media enquiries, please contact:

BMW Group Asia

Corporate Affairs Department

Email: BMWAsiaCorpAffairs@bmw.com

Tel: (+65) 6838 9600

Media Website: www.press.bmwgroup.com

LinkedIn: <https://www.linkedin.com/company/bmw-asia>

Eurokars Habitat Pte Ltd

Jean Cheng

Marketing Manager

Tel: 6551 5530

Email: Jean.cheng@eurokars.com.sg

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 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.

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.