



**Media Information**

19 August 2019

## **MINI Singapore celebrates 60 years of driving fun with ‘60’ car formation.**

**Singapore.** As part of MINI 60<sup>th</sup> anniversary celebrations, MINI Singapore brought more than 100 MINI owners and their friends together to form the number ‘60’ with their cars. This landmark occasion was held at the Eurokars Aftersales Centre in Tanjong Penjuru on Sunday, 18 August 2019.

“The MINI community in Singapore has the most enthusiastic fans who appreciate driving fun, expressive design and premium quality,” said Ms Cheryl Chiok, Managing Director of Eurokars Habitat. “It’s fantastic to have so many MINI owners join this milestone event. A big thank you to all of our MINI customers for their continuous support, and we look forward to doing even more with the MINI community in the years ahead.”

During the course of the day, fans had the opportunity to get up close with the MINI 60 Years Edition – an exclusive design model highlighting the British origins of MINI – and were provided a tour of the MINI Bodyshop at the Eurokars Aftersales Centre. A curated selection of items from the MINI 60 Years Lifestyle Collection was also on display, from clothing and accessories to children’s products.

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# MINI

## Asia

### Corporate Communications



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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 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](http://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](http://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.