



**Media Information**

27 August 2019

## **MINI celebrates its 60<sup>th</sup> birthday in Singapore. Six decades of passion and driving fun.**

**Singapore.** With its inventive spirit, MINI continues to turn heads with its iconic design both on and off the track. MINI celebrates its 60<sup>th</sup> birthday this year, and till this day, there is no other brand quite like it. To commemorate this landmark occasion in Singapore, MINI Asia and Eurokars Habitat celebrated the 60 Years of MINI with more than 400 guests at the historic NCO Club on Beach Road on 24 August 2019.

The MINI 60 Years Birthday Event consisted of two floors of experiential spaces designed to delight and surprise brand aficionados at every turn. The exclusive event melded history and modernity through five special zones that honoured significant moments in the brand's prolific past.

"The Birthday Event was conceptualised in true MINI form – with a creative use of space, we packed 60 years of highlights into a storied location in Singapore," said Kidd Yam, Head of MINI Asia. "MINI is more than a car – it is a lifestyle that celebrates the connections between people, and the passion for life. We thank all MINI fans for journeying with us, and together, let us look forward to the next 60 years!"

Guests began the walk down memory lane starting at the **Oxford Heritage Gallery**, where they took in the rich heritage of MINI and revisited key milestones. Highlights included the legendary sketch of the Mini concept by car designer Sir Alec Issigonis, the brand's momentous triumph at the Monte Carlo Rally, as well as its presence on television as the Beanmobile in the world-beloved sitcom Mr Bean.

Next, guests visited the **Issigonis Drawing Room** where they viewed photos featuring classic Mini models against the backdrop of world landmarks, and were treated to a Scotch whisky tasting session.



Moving on to the **Austin Bar**, guests enjoyed specially created tea-based cocktails, another nod to British culture, along with an assortment of sweet and savoury high tea treats while they penned birthday wishes to MINI.

The festivities continued upstairs to the **1959 Lounge & Dining** for dinner, but not before they had a chance to enjoy photos from the fulfilled wishes of the [#60MINIWISHES](#) campaign gracing the stairway.

“#60MINIWISHES was a resounding success,” said Mr. Yam. “It was great to see so many MINI friends participate in the campaign, sharing personal stories about their MINIs and showing their love for the brand.”

The great night was finally wrapped up at the **John Cooper Tracks** – this zone was inspired by the quintessential English pub, complete with pub grub and a live band performance.

Guests also had a unique photo opportunity with the star of the night – the MINI 60 Years Edition, the exclusive design model highlighting the British origins of MINI, placed at the heart of South Beach. MINI Asia invites members of the public to view this special car display at South Beach until the end of August.

-End-

# MINI

## Asia

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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.