

Media Information

7 August 2020

MINI Singapore announces The Electric Conversion.
Experience that electric feeling in a new dimension for the senses.



Singapore. The MINI of the future is arriving soon. With an iconic design ethos, typical go-kart handling, and zero local emissions, the all-new MINI Electric elevates the electric driving experience in Singapore to a whole new level of fun.

From a passionate first kiss and the highs of a live concert to the rush of a skydiving adventure, that electric feeling is ever-present and unforgettable. MINI invites fans to share their experiences via Instagram Stories. A Story template will be published on the official MINI Singapore account, and fans



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must tag **@mini_sg** in their post(s). 9 entries will be chosen, and these fans will witness the conversion of their feelings into extraordinary creations to see, hear, taste, touch and even smell.

The conversions will be fulfilled in partnership with 9 creative makers dubbed “Electric Engineers”. Specially handpicked from art, film, dance, music, and culinary circles, the Engineers will make the chosen electric feelings come to life through imaginative one-of-a-kind creations such as a song, dance, dessert, and even through augmented reality (AR).

“When you drive a MINI, the go-kart handling delivers thrills like no other. Some people feel a swooping sensation in the pit of their stomach while others may feel a buzz in their fingertips, but one thing is common – that electrifying excitement,” says Kidd Yam, Head of MINI Asia. “With the all-new MINI Electric, this excitement is amplified. As such, we are taking an unconventional path to launch the first pure-electric MINI in Singapore. We want to go beyond its electric drivetrain and draw on the infectious emotions it evokes.”

“As the world shifts greater attention towards sustainable practices, it is heartening to see more electric cars on the roads,” Mr Yam added. “The all-new MINI Electric plays a key role in shaping this trend and brings this same pioneering spirit to the creative scene. We are excited to see that fleeting electric feeling permanently captured in 9 unique works of art.”

The Instagram Stories template will be available on Friday, 14 August 2020. Follow the electric journey with MINI on Instagram at **@mini_sg** and the hashtag **#MINIElectricConversion**.

For more information, please visit <http://www.minielectricconversion.com/>.

Please refer to the addendum for more information on the Electric Engineers.

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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.

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 passion and spirited attitude to life 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.

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Addendum – the MINI Electric Engineers

Artist and Instagram handle	Electric Conversion	Description
Adriel Manoe, filmmaker @badriladriel	Short film	Whether it's his music videos, commercials or shorts, Adriel's training in design has lent his work a distinctive style that blurs the line between art and film. Unafraid to play with colour and light, his films never fail to evoke a multitude of emotions, with every frame a sumptuous feast for the eyes.
Ardhira Putra, motion designer @ ardhiraputra	Augmented reality	Ardhira's flair for capturing nostalgia is evident in his playful, vivid animations of vintage video games and superheroes. Working in a virtual reality (VR) company by day, the Jakarta-born motion designer is no stranger to bending reality and often infuses a touch of surrealism into his creations.
Astronauts, music band @astronautsmusic	Song	Marrying old-school R&B and slick new-age funk, Astronauts is a homegrown band that will get you grooving in no time at all. The one time they experienced that electric feeling together? Undisputedly during the 2018 launch of their debut EP, when the quartet captivated a sold-out crowd with their impressive showmanship and high-octane performances.
Kelly Limerick, textile artist @kllylmrck	Crochet creature	Think knitting is for grannies? Think again. Kelly has given the traditional craft an unorthodox spin with her bizarre collection of stuffed yarn creatures. Created without a single sketch, her intricate creations come with their own whimsical stories and personalities to boot. The self-taught artist also keeps an eye on sustainability by working with recyclable yarn in her art.
KKI, patisserie @kkisweets	Edible art	KKI first made its name with its beautifully delicate mousse cakes, each meticulously handcrafted with an exquisite Japanese touch. Today, its self-trained chef Kenneth Seah has expanded his repertoire beyond cakes, reimagining local flavours and experimenting with unexpected ingredients to create multi-sensorial works of art.
Leng Soh, ceramic artist @leng_soh	Ceramic art	Influenced by her years in design and advertising, Leng adopts a conceptual approach to ceramics with a focus on expressive sculptures over functional vessels. The local artist, however, never limits herself to one

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		medium, occasionally juxtaposing clay with other materials to enhance the storytelling power of her pieces.
Racheezels, dancer @racheezels	Dance piece	A familiar face on the street dance scene, Rachel wears many different hats as a performer, choreographer, educator, competition judge and has even starred in several commercials. Best known for her popping style, this dynamic dancer often steals the stage with her hypnotic robotic moves melting into fluid waves.
Ripple Root, visual artists @rippleroot	Painting	Their paintings have been exhibited in London, Sydney and South Korea. But in Singapore, this art and design duo is better known for their large-scale murals in dining and public spaces. Marked by carefree paint strokes rippling with shades of every colour, their energetic pieces jump right off the canvas and are hard to miss even from afar.
This Humid House, botanical design studio @thishumidhouse	Floral sculpture	Abandoning the usual cliches of floristry, This Humid House's floral designs often take on a contemporary sculptural quality – one that undeniably stems from the architectural training of its founder John Lim. With a garden of its own, the studio is now able to grow rare and unusual plants, while cultivating a more sustainable practice of using locally grown materials.