

The MINI One Piccadilly Edition now available in Singapore. A modern rendition of a beloved classic.



Singapore. MINI Asia and Eurokars Habitat invite drivers to hit the streets in style with the newest special edition MINI – the MINI One Piccadilly Edition – now available exclusively in Singapore in the 3 Door and 5 Door variants.

“The MINI One Piccadilly Edition pays homage to the classic Mini of 1986, and brings the distinct fun-loving MINI character to the forefront,” said Kidd Yam, Head of MINI Asia. “Similar to how Piccadilly Circus is constantly leading the way in terms of creativity and innovation with its unique digital

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billboards, this special edition has also embraced digitalisation while honouring the spirit of the original Mini.”

Unique Piccadilly design elements.



On the MINI One Piccadilly Edition, the bonnet pinstripe (available in white or black) immediately catches the eye. The choice of a thin design in lieu of a traditional thick racing stripe is unique – and perfectly in line with the sophisticated character of MINI. This contemporary effect is continued on the side with pinstripes in the Piccadilly Design. The

stripe starts from the side scuttles and stretches across the car’s shoulder line, tracing the length of the car. On the driver’s side, the pinstripe ends with the Piccadilly motif right next to the fuel filler flap.

Specially designed wing mirror caps are another distinctive MINI trait, and the Black Jack mirror caps are another nod to the brand’s heritage. These create a visual highlight on the MINI One Piccadilly Edition and contrast perfectly with the chrome detailing on the grille. The mirror caps also perfectly match all six body colour options available for the MINI One Piccadilly Edition – Chili Red, Pepper White, British Racing Green, Solaris Orange, Midnight Black, and Starlight Blue.



Over on the rear, the LED lighting in Union Jack design adds a visual callback to the brand’s British roots. The Piccadilly motif can also be found on a special badge next to the left taillight. Completing the MINI One Piccadilly Edition is the 16” Victory Spoke wheels in black as standard – the polished black finish of the wheels is the perfect complement to the car’s vibrant exterior.

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A digitalised interior.

Piccadilly Circus is famous for its digital billboards, and in similar fashion, the MINI One Piccadilly Edition also features many digital elements.



Slide into the driver's seat, and attention is immediately drawn to the 5.5-inch digital instrument cluster, first seen on the new MINI Electric and new MINI John Cooper Works GP. The speed is shown in the middle of the screen, with other pertinent driver information displayed on in a clean and clear manner. The MINI Piccadilly Edition Cockpit Fascia is another attention-grabber – this specially designed panel

adopts the Piccadilly and pinstripe motif in Jet Black with a matte finish. The cockpit fascia is produced via sophisticated 3D printing and laser technology that ensures each panel is of outstanding quality with an accurate fit.



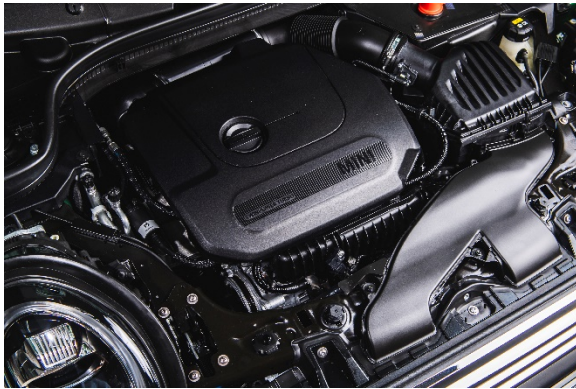
The MINI One Piccadilly Edition is equipped with a 4G SIM card – this is used for the Intelligent Emergency Call with automatic detection of vehicle location and status, as well as MINI Teleservices including Real Time Traffic Information. Both the 3 Door and 5 Door models feature the MINI Navigation system with a 6.5-inch touchscreen display as standard, as well as Apple CarPlay.

Other features of the MINI One Piccadilly Edition include the plush upholstery in Leatherette Carbon Black, which is paired with the Carbon Black interior colour line as standard. A particularly useful feature is the centre armrest for the driver and front passenger – this provides comfort and increased utility with more storage space. For ease of use, the keyless Comfort Access system allows the driver to enjoy the convenience of unlocking the doors and boot plus starting the engine without having to fish for his key in his pocket or bag. A rear view camera is also standard on the MINI One Piccadilly Edition

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– this system features track and turning circle lines for greater ease of use, as well as an obstacle marker as an additional guide when manoeuvring into a tight parking space.

Fun and efficiency in a compact package.



The 3-cylinder petrol engine of the MINI One Piccadilly Edition draws its power from a capacity of 1.5 litres, with a maximum power output of 102 hp and a top torque output of 190 Nm. The potent engine features petrol direct injection with a maximum pressure of 350 bar, ensuring that drivers can zip through the ins, outs, and roundabouts of Singapore with effortless flair. The engine has been developed

for optimised fuel consumption and emissions so as to be able to comply with the more rigorous exhaust emission standards of the future.

MINI Connected.

The standard-fitted MINI Connected application on the MINI One Piccadilly Edition offers an exceptionally wide range of digital services that allow seamless integration of the car into the driver's day-to-day digital routine.

- A particularly useful feature is the **Real Time Traffic Information** service – this provides the latest traffic information so that drivers can spot and bypass traffic bottlenecks on their journey. It also improves the accuracy of estimated travelling time based on the traffic conditions on the route taken.
- **'Weather' and 'News' vehicle apps** provide information and entertainment throughout the journey, and drivers can even request for the car to read out the latest news.
- The **Natural Language Understanding** feature enables drivers to operate certain functions of the car by speaking, and the system has a processing speed of just a few seconds.
- **Teleservices by MINI** delivers greater convenience and efficient servicing processes. As soon as a service is required, the service-related data is automatically transferred to the MINI Centre via the

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Automatic Teleservice Call. A representative will retrieve this data, analyse it, and contact the driver to arrange a service or maintenance appointment.

- The **Remote Services** function is particularly useful when the driver is not near the car. For example, if he isn't sure that the windows are fully closed or if the doors are locked, all he needs to do is to check the status on the MINI Connected smartphone app (available for Apple and Android devices). The car doors can be remotely locked and unlocked via the app. On a particularly hot day, the driver is also able to cool down the car by switching on the air ventilation function via the app well before he gets to the driver's seat. Other useful information such as the car's fuel level is also reflected on the app.
- For greater peace of mind, the **Intelligent Emergency Call** function comes in handy for quick emergency assistance at the push of a button. If the driver gets into an accident or sees a vehicle that needs immediate help, a call is made directly to the BMW Group Call Centre with key data from the car, such as the exact location as well as the status of the airbags and front seat belts. If necessary, the system can even make the call automatically.

The MINI One Piccadilly Edition is now available for viewing at the Eurokars Habitat showroom.

Additional information enclosed:

1. The MINI One Piccadilly Edition prices.
2. The MINI One Piccadilly 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, Guam, Sri Lanka, Tahiti, Philippines and Indonesia. The full range of MINI is available in these markets – MINI Electric, 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 Electric, 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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1. The MINI One Piccadilly Edition prices.

Model	VES Band	Retail price (at press time)
MINI One 3 Door Piccadilly Edition	A2	\$120,888
MINI One 5 Door Piccadilly Edition	A2	\$123,888

2. The MINI One Piccadilly Edition specifications.

MINI One 3 Door Piccadilly Edition

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

Capacity: 1,499 cc.

Max output: 102 hp at 3,900-6,500 rpm.

Max torque: 190 Nm at 1,380-3,600 rpm.

Acceleration: 0-100 km/h in 10.2 seconds.

Top speed: 195 km/h.

Average fuel consumption: 5.3 L/100 km.

CO₂ emissions: 122 g/km.

MINI One 5 Door Piccadilly Edition

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

Capacity: 1,499 cc.

Max output: 102 hp at 3,900-6,500 rpm.

Max torque: 190 Nm at 1,380-3,600 rpm.

Acceleration: 0-100 km/h in 10.5 seconds.

Top speed: 192 km/h.

Average fuel consumption: 5.4 L/100 km.

CO₂ emissions: 123 g/km.