

Corporate Communications

Media Information

10 June 2021

The new MINI range now available in Singapore.

Customers can experience 11 new variants including a first-of-its-kind loyalty programme.



Singapore. MINI Asia and Eurokars Habitat jointly announced the availability of the fourth-generation MINI range in Singapore. The new models showcase an update in design and technology for the MINI 3-Door, MINI 5-Door, MINI Convertible, and MINI Electric, MINI John Cooper Works 3-Door and MINI John Cooper Works Convertible.

“Today, MINI is kicking things up a notch in Singapore with its biggest launch to date. With 11 new variants across the range, there is a MINI for everyone,” said Mr Kidd Yam, Head of MINI Asia. “These cars are premium, urban, and thrillingly playful. No matter which version you choose, you will see a

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great leap in modern design, technology and pure MINI-ness while staying true to its iconic, classic go-kart design.”



Purify MINI: a new exterior design.

Across the range, a new, reduced and particularly clear design language directs the eye to the essentials. The front design has been completely reworked, with notable highlights such as a larger grille forming a single unbroken hexagon, as well as fog lights being replaced by air intakes. These updates create a more dominant front end for each MINI, as well as improve

aerodynamics. The rear has also received significant design updates with model-specific rear apron geometry.

A refreshed interior.

The interior sees the greatest leap in technology and refinement. In line with the new “reduced design” approach, there is less chrome in the interior and a reworking of the dashboard layout. All MINI models receive a new sports leather steering wheel as standard, with a new design of the wheel spokes and a black panel concept for the multifunction controls.



In addition, a 5-inch digital screen behind the steering wheel is fitted as standard. This digital instrument cluster was first seen on the MINI John Cooper Works GP, and is now available on all variants across the range. It displays all driving-relevant information as well as check-control messages and status displays of the driver assistance systems.

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New 8.8-inch digital infotainment system with Connected Navigation as standard.

Also as standard is the central infotainment system with an 8.8-inch touchscreen surrounded by a laser-engraved LED ring. The screen display with symbols and white text on new colour backgrounds has a particularly high-grade and modern look. For the first time, the Connected Navigation package is standard

across all variants. All customers can enjoy the MINI navigation system which includes Real Time Traffic Information, ensuring that they are kept on the best possible route. Wireless Apple CarPlay is also available for drivers to stay plugged in on the go, and wireless charging ensures that their phone is kept charged as well.

The new MINI range will be available for viewing at the Eurokars Habitat showroom from Saturday, 5 Jun 2021. Fans are also able to access the whole MINI range right at their fingertips via the [MINI Online Gallery](#) – this provides the latest information on the full MINI line up as well as ongoing promotions.

For further details on the model range updates, please refer to the following press releases:

1. [The MINI 3-Door, MINI 5-Door, MINI Convertible, and MINI Electric.](#)
2. [The MINI John Cooper Works and MINI John Cooper Works Convertible.](#)

MINI FAM.

Together with the introduction of the new MINI range, MINI Asia and Eurokars Habitat are also pleased to announce the launch of MINI FAM, a first-of-its-kind loyalty programme for all MINI owners in Singapore. This programme provides exclusive benefits and privileges that have been specially curated to make each journey with MINI truly special.

“For us, family is all about connection, passion, and a bonding of kindred spirits. We are all different, but great together! There’s no better word than ‘family’ to describe our community of MINI owners in Singapore,” said Ms Cheryl Chiok, Managing Director of Eurokars Habitat. “MINI FAM is our way of



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celebrating our fans and their stories, and our owners can look forward to more fun with the MINI family in the months ahead.”

Members can enjoy perks such as advance booking for MINI Getaway drive events, as well as priority registration for curated workshops and other MINI experiences. In addition, MINI owners who introduce their friends and family to join the MINI community share a referral bonus – they receive a \$700 shopping voucher while new MINI owners drive away with a \$300 shopping voucher.

All new MINI owners are automatically subscribed to the complimentary loyalty programme, and existing owners will receive a confirmation email for their subscription to MINI FAM. Alternatively, they may enquire about their eligibility for the MINI FAM programme by emailing mini.info@eurokars.com.sg.

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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.eurokars.com.sg

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.