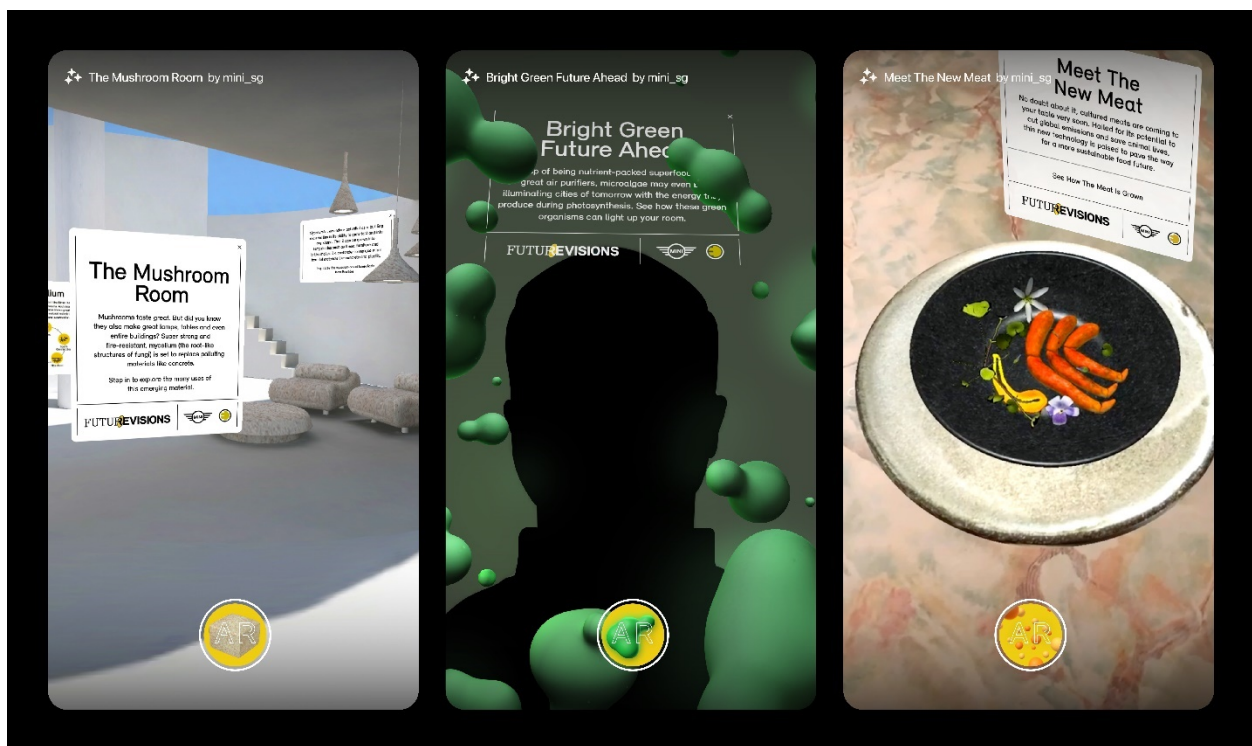


Media Information

29 October 2021

Ride into the future with MINI Futurevisions by MINI Singapore.
Take a glimpse into a more sustainable tomorrow through immersive Instagram augmented reality filters.



Singapore. Have you ever wondered what a sustainable future would look like beyond electric vehicles? MINI Futurevisions is a newly launched series of Instagram filters by MINI Singapore utilising augmented reality (AR) to help fans experience just that. From cultured meat, to pioneering uses of fungi and algae, Futurevisions shines a spotlight on trailblazing innovations that could revolutionise how we live; whether it is the way we eat, or how we build and power our homes.

With the three filter options, users can 1) explore a room made of mushroom, 2) take a selfie as their room lights up with algae, or 3) watch how cultured meat can grow and end up on their dinner plate.



Corporate Communications

“MINI will be fully electric by 2030, but the preparations start now. Our goal is to be an ‘E-Brand’ – we’re focused on providing customers with fully electric cars, creating memorable experiences, and offering our vehicles and lifestyle items via e-commerce,” says Mr Kidd Yam, Head of MINI Asia.

“MINI Futurevisions is an opportunity to showcase the future of sustainable design and living through the ethos of the MINI brand. We can all make a big impact with small steps. Through engaging Instagram filters, you’ll learn how we can make a positive influence on the world through small ideas and clever solutions,” Mr Yam adds. “This is just one step on our journey to becoming an E-brand, and our fans and customers can expect similar memorable experiences in the near future.”

The Futurevisions AR filters will be launched weekly beginning from Friday, 29 October 2021.

Fans can also watch informative bite-sized videos, created in collaboration with green start-ups Bewilder and Shiok Meats, that demonstrate how the sustainable breakthroughs shown in the AR filters could soon turn from a vision into the realm of reality.

Follow MINI on Instagram [@mini_sg](https://www.instagram.com/mini_sg) for more information on the filters and latest videos.

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Corporate Communications

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.