

Media Information

1 Aug 2022

The MINI Editions make their debut in Singapore.

Catch the newest MINI vehicles and enjoy roadshow promotions at VivoCity across 1-10 Aug 2022.



Singapore. MINI Asia and Eurokars Habitat today launched the new MINI Editions in Singapore with a special car display at VivoCity Central Court 1. Held from Monday, 1 August until Wednesday, 10 August, fans can view the MINI Electric in the Resolute Edition as well as the MINI Cooper S Clubman in the Untold Edition in their maiden showcase in Singapore. The exclusive MINI Pat Moss Edition also

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makes its way to VivoCity, along with the MINI One Frozen Brass Edition and MINI Cooper Convertible.



“We’re extremely excited to introduce the newest MINI vehicles in Singapore – the Resolute Edition and Untold Edition showcase the breadth and creativity that is at the heart of the MINI brand. While the Untamed Edition is not on display at this time, customers can look forward to it in the coming weeks,” said Mr Kidd Yam, Head of MINI Asia. “In addition, the MINI Pat Moss Edition is a truly

inspirational vehicle. It pays homage to female rally champion Pat Moss with Ann Wisdom, the first professional woman co-driver in the history of rallying, in their victory in the international Tulip Rally in May 1962.”

Fans are also able to access information on the whole MINI range right at their fingertips via the [MINI Online Gallery](#).

For further details on these new editions, please refer to the following press releases:

1. [The MINI Pat Moss Edition.](#)
2. [The new MINI Edition models.](#)



Roadshow exclusives.

Together with the introduction of the latest special editions, Eurokars Habitat is also pleased to offer roadshow-exclusive promotions for the MINI Lifestyle Collection.

These include:



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- Up to 50% off the MINI Lifestyle Collection
- An additional 10% discount with the purchase of 2 items
- An additional 15% discount with the purchase of 3 items and above

Customers who purchase MINI Original Accessories at the roadshow will also enjoy up to 10% off the entire range of accessories. For those who purchase 2 accessories and above, they are entitled to an additional discount of 5%.

“It’s great to be back and bring the world of MINI to VivoCity,” said Ms Cheryl Chiok, Managing Director of Eurokars Habitat. “Our fans have been eagerly waiting for the new MINI Editions to reach our shores. Together with our range of lifestyle merchandise and accessories on display, there’s something for everyone!”

New MINI owners are automatically subscribed to the MINI FAM loyalty programme, allowing them access to perks such as advance booking for MINI Getaway drive events, as well as priority registration for curated workshops and other MINI experiences. MINI FAM members will also enjoy special promotions with selected partners across food, fashion, art, outdoor adventures, and more. In addition, MINI Fam 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.

To find out more details about the MINI FAM programme and to view the list of brand partners, visit <https://secure.mini.com.sg/mini-fam/> or email the team at 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.