

Corporate Communications

Media Information

11 Oct 2022

MINI Online Reservation launched in Singapore.

Exclusively available for first five units of the new MINI Countryman Untamed Edition.



Singapore. Taking the next step into digitalisation – MINI Asia and Eurokars Habitat are pleased to announce the launch of an exclusive online platform for customers to reserve the new MINI Countryman Untamed Edition in Singapore. In just a few clicks, interested customers can find out more about this special edition and put in a refundable deposit of S\$500 via the digital payment gateway on **MINI Online Reservation** to secure their unit.

“We are extremely excited to take MINI into the next era – one which is connected and convenient,” said Mr. Kidd Yam, Head of MINI Asia. “We believe this is exactly what our



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customers need and want today. Access is the name of the game – customers want to know information about the vehicle, when it's available and most importantly, ahead of anyone else. They also want this access whether they're at home, at the office, or on the go. With MINI Online Reservation, we are putting this power into their hands – literally!"

Ms. Cheryl Chiok, Managing Director of Eurokars Habitat, added, "The platform lists all the key information about the car, including the price with Certificate of Entitlement. Before the customer visits us at the showroom to go through all the details such as their financing options and insurance, they can already be sure that the unit is held for them while they work through the finer details of the transaction process. The platform provides the best in flexibility and immediate updates – once the first 5 units are reserved, the platform will automatically direct subsequent customers to an enquiry page and our sales consultants will be in touch to follow up."

The MINI Online Reservation will be progressively offered across the full MINI range. To book the new MINI Countryman Untamed Edition now, please visit <https://www.mini.com.sg/online-reservation-untamed>.

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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.