

Media Information

10 Nov 2022

MINI Electric Academy launches in Singapore to educate customers on electromobility.

Educate. Engage. Energise. The future is electric.

Singapore. What is an electric vehicle (EV)? How does it feel to drive an EV? What are the benefits of driving an EV? To answer these questions and more, MINI Asia created the MINI Electric Academy to further help potential customers understand the world of electrification in Singapore.

“With the push towards more sustainable motoring and mobility options, we find a growing interest in electric vehicles among our customers,” said Mr. Kidd Yam, Head of MINI Asia. “In the BMW Group’s [recent survey](#) of EV perceptions across Singapore, Indonesia, Malaysia, and Thailand, we found that only 69% of respondents are familiar with EVs and how they work. Even more interesting was that 40% believed that EVs could only travel up to 100km before needing to be charged. This indicated to us that there is still some work to be done to educate people about the basics of going electric.

“As such, we came up with the MINI Electric Academy for electromobility education. After all, the MINI Electric is the quintessential electric city runabout, and is a perfect use case of an EV in Singapore,” continued Mr. Yam. “This site answers the top questions people have about going electric, and clearly puts into context how an EV can fit into their lives.”

Through digital flip cards and a series of videos accompanied by manuals designed in the brand’s signature creative approach, visitors can learn more about the benefits of going electric in three easy lessons.

Plug in today at <https://cp.mini.com.sg/electric-academy/> and follow [@mini_sg](#) on Instagram for more.

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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.