

Media Information

1 June 2023

Drop-top motoring at its finest – the MINI Convertible Seaside Edition now launched in Singapore.

As blue as the sea, and white as the beach.



Singapore. Waves rolling gently onto the beach and the endless horizon in sight – a day at the beach invites a feeling of freedom and refreshing views. This sensation of joie de vivre is perfectly encapsulated in the MINI Convertible Seaside Edition – the newest special edition launched today by MINI Asia and Eurokars Habitat. The MINI Convertible Seaside Edition is exclusively available in Singapore in the Cooper S variant.

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“With more than 30 years of individual style and top-down driving fun, we are excited to celebrate the anniversary of the MINI Convertible with the Seaside Edition,” said Mr. Kidd Yam, Head of MINI Asia. “This sporty classic showcases exclusive equipment and design features in a shimmering blue Caribbean Aqua paint finish or in a light Nanuq White bodycolor. Only 5 units of the MINI Convertible Seaside Edition are available in Singapore – promising each lucky owner an unparalleled level of exclusivity.”

Currently the world’s only premium convertible in the compact car segment, the MINI Convertible embodies individual open-air driving pleasure. In the MINI Cooper S, a 2.0-litre, 178 hp 4-cylinder power unit with MINI TwinPower Turbo Technology enables acceleration from a standstill to 100 km/h in 6.9 seconds. The black, electrically operated soft top takes things at a more leisurely pace: it can be opened or closed automatically at speeds of up to 30 km/h.



Double decorative stripes in white run from the side doors to the rear of the vehicle, and the exclusive exterior design is rounded off with a unique graphic on the front apron, where a stylised “30” calls attention to the model’s anniversary. This contrasts elegantly with the maritime-inspired paint finish Caribbean Aqua,

emphasising the sporty character of the open-top four-seater. In the Nanuq White finish, the consistently light-coloured bodywork has a particularly elegant appeal: here the MINI Convertible is reminiscent of spotted clouds against a deep-blue summer sky.

The side scuttles with the edition’s discreet “Seaside” lettering pick up on the 30th model anniversary with graphically designed numerals in light and dark blue. Another unique design feature is the exclusive “Seaside” lettering in sporty orange on the rear of the convertible. In

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addition, the floating wheel caps are constantly still even when the car is in motion, ensuring that the stylised “30” on the wheel caps are presented perfectly at all times.

Upon entering the vehicle, the trim strips on the vehicle doors in edition design with two white stripes and Seaside lettering convey the exclusive aura of the interior. The lower spoke of the sports leather steering wheel features the eponymous “Seaside” lettering of the new MINI edition. The decorative trim strips on the front



dashboards with its printed pattern and lettering are another edition-specific design feature. The dashboard pattern also appears on the floor mats in the form of a graphic badge. The Carbon Black leather seats with comfortable knee rolls and armrests in the doors offer comfort for all journeys.



Even away from the vehicle, owners take a piece of the exclusive edition home with them – the MINI Convertible Seaside Edition vehicle key features the edition-specific graphic wave pattern in iridescent blue tones, picking up on both the open atmosphere and the pure elegance of the sea. The integrated “Seaside” lettering

further underlines the model’s unique flair – and definitely rules out any potential key mix-ups.

For the driver, the latest generation of the MINI operating system optimises quick and intuitive control of the vehicle functions, audio programme, communication, navigation, and apps. The MINI navigation system includes Real Time Traffic Information, ensuring that drivers are kept on the best possible route. Wireless Apple CarPlay is also available for drivers to stay plugged in on the go.



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The Driving Assistant package is also fitted as standard – this camera-based system increases safety on the road by recognising and reporting speed limits. The collision warning and pedestrian warning systems with city braking function make it easier to avoid dangerous situations, particularly in city traffic. Notable features in the Driving Assistant package include lane departure warning, Park Distance Control with sensors at the rear, the rear view camera, as well as cruise control with braking function.

Finally, the MINI App ensures that drivers always stay in touch with their vehicles, and in all places. It offers an advanced user experience and pertinent information about the car right at the driver's fingertips. And of course, the in-app experience is personalised with a dedicated colour scheme and visual design for the MINI Convertible Seaside Edition, further underscoring the uniqueness of each vehicle.

Additional information enclosed:

1. The MINI Convertible Seaside Edition price.
2. The MINI Convertible Seaside Edition specifications.

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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.



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1. The MINI Convertible Seaside Edition price.

Model	VES Band	Retail price (at press time)
MINI Cooper S Convertible	B	\$267,888

2. The MINI Convertible Seaside Edition specifications.

MINI Cooper S Convertible.

Four-cylinder petrol engine with MINI TwinPower Turbo Technology (turbocharging, direct injection, VALVETRONIC), 7-speed Steptronic Sport transmission with double clutch.

Capacity: 1,998 cc.

Max output: 178 PS at 5,000-6,000 rpm.

Max torque: 280 Nm at 1,350-4,200 rpm.

Acceleration: 0-100 km/h in 6.9 seconds.

Top speed: 230 km/h.

Average fuel consumption: 6.1 L/100 km.

CO₂ emissions: 139 g/km.