



Corporate Communications

Media Information

21 December 2023

New MINI Pitstop pop-up store opens at One Holland Village. Experience the latest MINI models from 20 December.

Singapore. Fans and enthusiasts are invited to visit MINI Pitstop, a pop-up store by Eurokars Habitat, located at the new One Holland Village shopping mall. Open from 11am to 9pm daily, everyone is welcome to browse and test drive the latest MINI models, and explore the MINI Lifestyle Collection, ranging from apparel to accessories.

“Fresh off the launch of the MINI Clubman Final Edition, we are excited to end 2023 on a high note with MINI Pitstop,” said Ms. Cheryl Chiok, Managing Director of Eurokars Habitat. “The Holland Village area is a distinct lifestyle destination and the perfect setting for the flair and expressiveness of MINI. We feel right at home here and want to bring excitement and buzz to the community with everything MINI. Our MINIs are ready to greet you, so come on down with your family and friends to MINI Pitstop.”

“MINI Pitstop also incorporates the BMW Group’s Retail.Next concept, where a stylish and brand-new interior immediately greets visitors. The existing Eurokars Habitat showroom will undergo a revamp next year to mirror the sprightliness and warmth found in MINI Pitstop,” added Ms. Chiok.

The latest MINI range.

Laid out within the pop-up store for customers to discover are the MINI One 3-Door Frozen Brass Edition, MINI One 5-Door Undaunted Package, and MINI Cooper S Clubman. On-site test-drives of the MINI 5-Door, MINI Clubman and MINI Countryman will also be available, providing a first-hand experience of the unique flair and driving fun that comes with owning a MINI. Customers can also embark on test drive routes that are customised to their liking for maximum thrills.



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MINI Lifestyle.

Enthusiasts are welcomed to show big love for the brand with special merchandise from the stylish MINI Lifestyle Collection, with items from apparels to bags, accessories, and even folding bicycles. A lounge area with refreshments is also within reach to fuel up at MINI Pitstop.

Retail.Next Concept.

In 2024, customers can look forward to the new Eurokars Habitat showroom at 27 Leng Kee Road. MINI Pitstop provides a preview of the space, with elements from the Retail.Next concept coming together to create a cosy and inviting environment where the customer is the focus, while still encapsulating the spirit of MINI through interior design and modular arrangements.

MINI Pitstop is designed as an open-concept space, which facilitates a seamless customer journey through the MINI models, to the MINI Lifestyle Collection display, and the lounge area. In addition, curated furniture and the use of different textures and materials reflect the individuality and versatility of MINI.

MINI Pitstop by Eurokars Habitat is located at #01-08 One Holland Village, 7 Holland Village Way, Singapore 275748.

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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.