

## Corporate Communications

Media Information

11 January 2024

**MINI Asia showcases the MINI Concept Aceman at the Singapore Motorshow 2024.**

Southeast Asia debutant previews the future of MINI.



## Corporate Communications

**Singapore.** MINI Asia and Eurokars Habitat today presented the MINI Concept Aceman at the Singapore Motorshow 2024, Singapore’s largest annual motoring event held at Suntec City Convention Centre (MINI – Level 4, Booth 116). The concept car is an initial preview of MINI’s future model generation’s new design. The first MINI crossover model for the premium small car segment comes with purely electric drive and a clear and pared-back design language that has been dubbed “Charismatic Simplicity”, along with a new digital interior space experience and a material concept which uses absolutely no leather or chrome.

“It gives me great pleasure to introduce the MINI Concept Aceman for the very first time in Southeast Asia,” said Mr. Daren Ching, Head of MINI Asia. “The MINI Concept Aceman bridges the space between the MINI Cooper and the MINI Countryman, and ushers in a new generation of MINI with an all-electric future. The MINI spirit perseveres in the go-kart thrill behind the wheel, an immersive digital experience, and a strong focus on minimal environmental footprint. It is exhilarating to kick off my first full year with the brand with such an electrifying showcase, and I am excited for everyone to discover the MINI Concept Aceman.”

“We are ecstatic to be back at the Singapore Motorshow and able to display well-loved models like the MINI One 5-Door and the MINI John Cooper Works 3-Door,” added Ms. Cheryl Chiok, Managing Director of Eurokars Habitat. “From everything you know and love about MINI to the dynamic motor sport essence of John Cooper, there is something for every fan and friend of the brand.”



### **MINI Concept Aceman.**

The clear and reduced exterior and interior design of the MINI Concept Aceman heralds the beginning of a new design era for MINI. Distinctive features of the brand’s two most successful models, the MINI Cooper and MINI Countryman, come together to create a modern interpretation of a crossover model. At 4.05 metres long, 1.99 metres wide, and 1.59 metres tall,

the functional two-box design with short overhands create maximum space for occupants and luggage on a minimal surface area. Chrome trimmings common in earlier model generations are dispensed with,



## Corporate Communications

while strongly contoured wheel arches with large wheels and a striking roof rack emphasise the characteristics of a crossover model for urban driving fun. Flat and geometrically modelled surfaces feature from the bonnet to the wheel arches, expressing clarity in the new MINI design style.

### **Interior: MINImalism redefined.**

Moving to the interior, a holistic experience is offered through a simplistic design appearance with the combination of premium materials and welcoming colours. Digitalisation enables few operating elements to maximise the experience that makes it characteristically a MINI. The flat dashboard styled like a sound bar extends across the entire width of the interior in front of the driver and front passenger's seats. Its soft knitted textile surfaces create a modern and homey atmosphere, while the dashboard is connected via a support structure displaying the Union Jack pattern, an homage to the brand's British roots.



### **Innovative user interface in the form of a circular OLED display.**

The central interface combines all the functions of the instrument cluster and the on-board monitor as a round OLED display, with a toggle switch bar set below the large screen. The redesigned toggle switches operate the parking brake, select gears,

activate and deactivate the drive, select Experience Modes, and adjust the audio system volume. The Circular OLED display takes up the entire surface of the central interface, making MINI the world's first car manufacturer to present such technology. Moving image projections can transfer control system content to the entire dashboard, creating a unique digital experience extending right onto the door panels.

## Corporate Communications



**Three new Experience Modes for a complete vehicle experience.**

Innovative Experience Modes combine specific displays and colour worlds to individualise and personalise the driving experience in the interior of the MINI Concept Aceman. Personal Mode allows the user to transfer an image motif of their choice to the OLED display, while Pop-Up Mode provides eventful

navigation with surprising moments. Vivid Mode enables an interactive design of the display area on the OLED display and the adjacent surfaces, providing an innovative entertainment function that can be used during short breaks when stopping at traffic lights and charging the high-voltage battery.

A touch of the display creates coloured 'letter bubbles' from the components of the 'Aceman' lettering. Lighting and sound come together for a flowing transition before the start of your journey for a holistic and interactive experience, and an exterior light show with an interactive sound emanating from the exterior loudspeakers welcomes the user as they approach the MINI Concept Aceman. A colourful graphic image is projected onto the floor in the entry area in a welcome scenario, completed by the words 'Hey Friend' on the display.

### **MINI at the Motorshow.**

Customers can make an appointment with the sales consultants on site for a test drive at the Eurokars Habitat showroom on a separate day. A wide range of the MINI Lifestyle Collection are on display, with up to 20% off on exclusive MINI merchandise. Customers who purchase a MINI at the Singapore Motorshow 2024 will receive complimentary 7 years' worth of warranty and servicing, MINI Advanced Car Eye Pro, and more.

### **Model showcase.**

- MINI Concept Aceman
- MINI One 5-Door
- MINI John Cooper Works 3-Door



## Corporate Communications

For more information on the MINI booth, please visit this [link](#).

-End-

For media enquiries, please contact:

**BMW Group Asia**

Corporate Affairs Department

Email: [BMWAsiaCorpAffairs@bmw.com](mailto:BMWAsiaCorpAffairs@bmw.com)

Tel: (+65) 6838 9600

Media Website: <https://www.press.bmwgroup.com/asia>

**Eurokars Habitat Pte Ltd**

Joseph Chua

Marketing Manager

Tel: (+65) 6551 5530

Email: [joseph.chua.cz@eurokars.com.sg](mailto:joseph.chua.cz@eurokars.com.sg)

**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](http://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](http://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.