



Corporate Communications

Media Information

9 January 2025

MINI Asia previews all-new MINI Cooper Convertible at the Singapore Motorshow 2025.

Extended Warranty and Service Inclusive offered exclusively at the show.

Singapore. MINI Asia and Eurokars Habitat today previewed the all-new MINI Cooper Convertible at the Singapore Motorshow 2025, alongside the new MINI family. The unique spirit of MINI is further fanned with the MINI Countryman on display, featuring an array of MINI Original Accessories to inspire adventurers. From 9-12 January 2025, visitors can discover these models at the BMW Group Pavilion at Suntec City Convention Centre (Level 4, Booth 4217 and 4218).

“We are thrilled to bring open-top fun to the Singapore Motorshow,” said Daren Ching, Head of MINI Asia. “The all-new MINI Cooper Convertible takes the fun-loving spirit of MINI to the next level with a fully retractable soft top – a unique offering in the premium small car segment – and we cannot wait to fully introduce it to you later this year.”

The 1,175 sqm BMW Group Pavilion, the largest presence ever for both BMW and MINI brands at the Singapore Motorshow is showcasing a first-ever two-level booth with the New Owners Lounge located on the Mezzanine Level, curated food and beverage offerings, and more. “From designer apparel to personalisation options and exclusive merchandise, there is something for everyone at our booth to show their big love for MINI,” added Ching. This BMW Group Pavilion is the result of close collaboration and investment across all BMW Group Dealer Partners in Singapore – Performance Motors Limited, Eurokars Auto, and Eurokars Habitat.

“Finally, we have exciting news for all MINI fans – the exhilarating all-new MINI John Cooper Works models are coming real soon, so please stay tuned. The heart of MINI will beat stronger than ever this year!” concluded Ching.



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The all-new MINI Cooper Convertible.

The new generation of the MINI Cooper Convertible rounds off the current MINI family with a model that is full of unique features. The open-top four-seater combines space-saving proportions with fascinating open-air driving fun. The fully automatic soft top can be opened in two ways: either like a sunroof or fully retracted with the touch of a button at speeds of up to 30km/h. The soft top disappears behind the rear seats to save space and can also be conveniently stowed in the luggage compartment when folded down. The all-new MINI Cooper Convertible has a 2.0-litre four-cylinder petrol engine with a power output of 204 hp and maximum torque of 300 Nm. It accelerates from 0 to 100 km/h in 6.9 seconds and has a top speed of 237 km/h.

New Owners Lounge.

As part of the BMW Group Pavilion, new owners who purchase a MINI at the Singapore Motorshow will be able to enjoy the elegant lounge on the upper level of the booth, elevating the start of their ownership journey. Exclusive perks include curated food options, exclusive cocktails and mocktails, and an opportunity to engrave their new owner's gift – an 18oz Ace Bottle from Montigo. New owners will also have a chance to capture their first moments with their new MINI using 3D-rendering software that will provide almost photo-realistic quality visuals of their vehicle.

MINI Lifestyle.

For the first time ever, limited-edition MINI Surprise Boxes will be on sale during the Motorshow. Five boxes with MINI Lifestyle merchandise, worth over S\$200, will be up for grabs at flash sales occurring at 1:15pm and 5:15pm daily from Friday, 10 January to Sunday, 12 January. The surprise boxes will retail at S\$88 nett. Additionally, an Ultimate Surprise Box worth more than S\$300 will be up for grabs at each time slot.

Additional MINI Lifestyle offers include:

- 15% off regular priced lifestyle products for current MINI owners by simply flashing their cat key at the payment counter.
- 10% off regular priced merchandise for regular members of the public.



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- His & Her T-Shirt Bundle: Two MINI Embossed Wing Logo T-Shirt or MINI Car Face Detail with a discount of 20% at S\$188.
- Beat The Rain Bundle: MINI Cap, MINI Foldable Umbrella, or MINI Stick Umbrella with a discount of 21% at S\$140.
- Thirst Quenchers Bundle: MINI Travel Mug, MINI Cup, and MINI Water Bottle with a discount of 20% at S\$84.

MINI at the Motorshow.

Customers who purchase a petrol-engine MINI at the Singapore Motorshow 2025 will receive complimentary 7 years' worth of extended warranty and service inclusive, while purchases of all-electric MINI will receive complimentary 5 years' worth of warranty, 8 years of service inclusive, and 8 years' worth of battery warranty.

Current MINI owners can also refer friends and family interested in purchasing a MINI and receive shopping vouchers worth up to S\$700, for each successful referral. Customers who purchase a MINI at the Singapore Motorshow 2025 will qualify for the Sure-Win Gachapon, where prizes like S\$500 worth of MINI Lifestyle vouchers, a sunset dinner cruise by Tallship for two adults, and a MINI Cabin Luggage worth over S\$500 are up for grabs.

Model showcase.

- MINI Cooper
- MINI Cooper Convertible
- MINI Aceman
- MINI Countryman

-End-

For media enquiries, please contact:

BMW Group Asia

Corporate Affairs Department

Email: BMWAsiaCorpAffairs@bmw.com

Tel: (+65) 6838 9600

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



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Eurokars Habitat Pte Ltd

Joseph Chua

Marketing Manager

Tel: (+65) 6551 5530

Email: 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 Cooper, MINI Cooper 5 Door, MINI Convertible, MINI Aceman, 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 Cooper, MINI Cooper 5 Door, MINI Convertible, MINI Aceman, MINI Countryman, and 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.

For more information: www.mini-eurokars.com.sg