



Corporate Communications

Media Information

8 January 2026

MINI Cooper in exclusive designed livery from the Nürburgring 24-Hour race, showcased at Singapore Motorshow 2026.

New MINI owners enjoy sure-win prizes, exclusive MINI x DEUS merchandise, and a selection of exciting offers.

Singapore. MINI Asia brings to life the brand's storied racing history with the MINI Cooper in exclusive designed livery from the legendary Nürburgring 24-Hour race at the Singapore Motorshow 2026. From 8-11 January 2026, visitors at the BMW Group Pavilion at Suntec City Convention Centre (Level 4, Booth 4215 and 4216) will also experience a range of MINI models, curated F&B options, a selection of the latest MINI lifestyle items, and more.

“For last year's 24-Hour race at the Nürburgring, we combined the high-performance MINI John Cooper Works with the passion and craftsmanship of Deus Ex Machina,” said Daren Ching, Head of MINI Asia. “We wanted to bring this partnership to life in Singapore and remind MINI fans of our racing heritage and motorsport history.”

This special showcase is not available for sale and is a glimpse into what the two brands MINI x DEUS are building toward.

MINI New Owner Benefits.

Throughout the Singapore Motorshow 2026, new MINI owners will have access to sure-win prizes, exclusive MINI x DEUS merchandise not available in Singapore, a customised tote bag, private access to the level 2 lounge bar, and a selection of offers, including:

- Absorbed VES and EEAI changes.
- 7 years Servicing & Warranty for Internal Combustion Engine (ICE) models.



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- 8 years Servicing and 5 years Warranty for Battery Electric Vehicles (BEV) models.
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- All-new BMW Advanced Car Eye (ACE) 3.0 Pro safety technology.
- Solar film installation.
- 3-Star Michelin dining experience for two.

MINI Lifestyle Offers.

Visitors can enjoy multiple MINI lifestyle offers throughout the Singapore Motorshow:

- The public can enjoy a 10% discount on selected products, while MINI owners have exclusive access to a 20% discount.
- Visitors who spend a minimum of S\$50 (nett) on MINI Accessories & Lifestyle products in a single invoice, qualify for one (1) chance at a Sure Win Lucky Draw, with prizes up to S\$100 e-Voucher.
- Visitors can enjoy Bundle Deals for S\$138 (nett), with a 28% saving, or S\$188 (nett), with a 25% saving.

Finally, for visitors coming on the following dates and times, they will have the chance to take advantage of Flash Deals with discounts of more than 62%. Limited to 10 customers per deal.

- Friday, 9 January 2026 at 2:15pm and 7:15pm.
- Saturday, 10 January 2026 at 2:15pm and 7:15pm.
- Sunday, 11 January 2026 at 2:15pm and 7:15pm.

Fun for all.

In collaboration with KOI Thé and Mister Donut, the BMW Group Pavilion presents a curated selection of treats during the Singapore Motorshow. Highlights include the return of popular menu items no longer available in stores, such as a Matcha Macchiato and selected KOI x Mister Donut collaboration flavours, including the Golden BBT Cream Donut.



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Coffee lovers are also well catered for, with a Nespresso coffee bar complementing the experience. Visitors can enjoy classic Americano and latte options, alongside daily specials such as the Tiramisu Cappuccino, created especially for the Singapore Motorshow.

Speed seekers can participate in the Full Throttle Challenge inspired by the power boost feature in Go-Kart mode in any MINI model. Visitors will be invited to press a single button as fast as they can to hit 200km/h on the speedometer. Players who successfully complete the challenge will walk away with a car decal and possibly an exclusive MINI sticker (terms and conditions apply).

Model showcase.

Eurokars Habitat will be showcasing the following models at the Singapore Motorshow 2026:

1. The MINI John Cooper Works
2. The All-Electric MINI Cooper
3. The All-Electric MINI Aceman
4. The All-Electric MINI Countryman
5. The MINI Countryman

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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 Cooper 3-Door, MINI Cooper 5-Door, MINI Aceman, MINI Countryman, and MINI John Cooper Works.

For more information: <http://www.mini-eurokars.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 3-Door, MINI Convertible, MINI Cooper 5-Door, 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 & Public Holidays 10:00AM – 6:00PM