

Corporate Communications

Media Information

10 September 2026

The MINI Paul Smith Edition now available in Singapore.

- A celebrated British design partnership returns.
- MINI Surfside Collection also unveiled with limited units.



Singapore. MINI Asia today announced the availability of the MINI Paul Smith Edition, the result of two traditional British brands taking their partnership to the next level and creating something great. Following the MINI STRIP in 2021 and MINI Recharged by Paul Smith in 2022, the British designer is now bringing his world-famous design language – ‘Classic with a twist’ – to the new MINI family. In Singapore, the MINI Paul Smith Edition will initially be available on the MINI Cooper SE, with additional models to follow in the coming months. The look and details not only show Paul Smith’s signature style — but also the brand’s playful, optimistic and independent spirit.

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“What I love most about the MINI Paul Smith Edition is how it makes a statement without shouting,” said Daren Ching, Head of MINI Asia. “It’s stylish and thoughtfully designed, but it also has a sense of fun that reveals itself the more time you spend with it. That combination of creativity, craftsmanship and personality is what makes this collaboration so compelling. It’s a car full of character, and we’re excited for customers in Singapore to experience a MINI that feels both distinctly British and refreshingly different.”

Unmistakable look with a British twist.



Combining MINI design with Paul Smith’s distinctive style: Exclusive exterior colours, sophisticated accents and unexpected details bring the shared history of MINI and Paul Smith into the present.

The MINI Paul Smith Edition offers a choice of two edition-exclusive exterior paint finishes: Statement Grey is a modern interpretation of the classic Mini Austin Seven colour from 1959 – a clear, bluish-tinted grey shade and self-confident statement of timeless modernity. Inspired White is a contemporary homage to the popular Classic Mini Beige colour.

Regardless of the body colour, the specially created Nottingham Green paintwork – a tribute to Sir Paul’s hometown – adds sophisticated accents to the side mirrors, the octagonal radiator grille, the wheel hub covers with Paul Smith lettering and as the paintwork for the roof.

In addition to the colour variants, numerous details characterise Paul Smith’s signature and make the MINI Paul Smith Edition unmistakable: The ‘Signature Stripe’, a central design feature of the British designer, adorns the roof in Nottingham Green at the rear of the driver’s side.

All edition vehicles are equipped with 18-inch Night Spoke aluminium wheels with tinted clear coat in Dark Steel Flash. The MINI logo at the front and rear is offered in newly designed Black Blue and complements the colour composition of Paul Smith and MINI. On the black horizontal handle strip at the rear, Paul Smith’s signature refers to the creative spirit behind the vehicle design.

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British restraint and elegance in the interior.

British character is also reflected in the interior with numerous components featuring a modern, elegant look. The knitted surfaces on the dashboard and door panels appear in black, while Paul Smith fabrics in tone-on-tone stripe patterns serve as inspiration for the special structure of the dashboard. The Nightshade Blue sports seats are made of Vescin and have knitted textile in the shoulder and headrest areas. Drawn from the Signature Stripe, the decorative stitching on the steering wheel's textile band is designed in bright colours - quintessentially Paul Smith.



The round display in the centre of the cockpit also appears with one of three different Paul Smith backgrounds when Personal Mode is selected. Small hidden details underline the British design influence - but also the playful character of the designer: when the door is opened, the driver and front passenger are greeted with a handwritten 'Hello' as a light projection on the floor and Smith's motto 'Every day is a new beginning' on the door sill, reflecting the positive mindset of both brands. A graphic of a stylized 'rabbit' hand-drawn by Paul Smith on the floor mat complete the interior details.

A collaboration that blends British heritage, bold creativity and contemporary sophistication.



MINI and Sir Paul Smith: two icons that are not only linked by their British heritage but also look back on exclusive collaborations resulting in unique styling. Their joint creative success story began in 1998, when the designer created a limited edition of the classic Mini: a specially created blue colour and matching anthracite-coloured alloy wheels lent the iconic model the signature of Paul Smith.

To mark the 40th birthday of the classic MINI in 1999, the fashion designer dipped an exclusive one-off in his characteristic stripe design, using 86 stripes in 26 colours.

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In 2021, the MINI STRIP celebrated its world premiere: a vehicle designed using only what Paul Smith considered absolutely necessary. The result was a customised one-off car that despite its minimalist design and in keeping with Smith's guiding principle of 'classic with a twist', was not without unexpected and loving details.

In 2022, Paul Smith went back to the roots of the collaboration with the MINI Recharged by Paul Smith. A classic found its way into the now: a Classic Mini from the 1998 MINI Paul Smith Edition was transformed into a modernised electric vehicle. With a focus on quality and functionality, a contemporary vehicle was created that can also be seen as a tribute to the tradition and heritage of the classic MINI.

MINI Paul Smith Edition showcase.

Open to the public on 19 September 2026, from 8:30am to 7:00pm at MINI Habitat, 27 Leng Kee Road, the showcase invites visitors to experience the MINI Paul Smith Edition up close. Guests can enjoy curated displays, interactive postcard-making, Leica instant photography, themed refreshments inspired by Paul Smith's signature colours, and limited-edition gifts. Exclusive rewards will also be available while stocks last.

Coastal inspiration, unmistakably MINI.

Alongside the launch of the MINI Paul Smith Edition, MINI Asia is also introducing another distinctive expression of the brand's creative spirit with the MINI Surfside Collection, available in Singapore in an exclusive run of just five units.

Inspired by the freedom of coastal escapes and endless summer adventures, the MINI Surfside Collection

brings a fresh and playful interpretation of the all-electric MINI Aceman. Finished in a unique Ocean Wave Green paintwork with a contrasting White Roof, bespoke Surfside bonnet, side and rear graphics, and exclusive Surfside emblems on the C-pillar, doors and rear, the special edition captures the relaxed energy and vibrant colours of life by the sea. The distinctive design is complemented by a light-coloured beige interior that enhances the airy, carefree character of the vehicle.





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Created for those who see every journey as an opportunity for discovery, the MINI Surfside Collection combines the versatility of MINI's all-electric crossover with a design that stands out from the crowd. Whether navigating city streets or heading off on a spontaneous weekend escape, it embodies the optimism, individuality and sense of adventure that have always defined the MINI brand.

Additional information enclosed:

1. The MINI Paul Smith Edition price.
2. The MINI Paul Smith Edition specifications.
3. The MINI Surfside Collection price.
4. The MINI Surfside Collection 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 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>.



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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

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1. The MINI Paul Smith Edition price.

Model	VES Band	Retail price (at time of press)
MINI Cooper SE Paul Smith Edition	A	\$282,888

2. The MINI Paul Smith Edition specifications.

MINI Cooper SE.

Drive type: Battery electric vehicle (BEV).

Drive concept: Electric drive, transmission of the electric motor's drive torque to the front wheels.

Max system output: 160 kW/218 hp.

Max system torque: 330 Nm.

Type of transmission: Automatic transmission, single-speed with fixed ratio.

Storage technology: Lithium-ion.

Installation: Flat high-voltage battery integrated in the vehicle floor.

Battery capacity: 49.2 kWh.

Acceleration: 0-100 km/h in 6.7 seconds.

Top speed: 170 km/h.

Electric power consumption: 15.1 kWh/100 km.

Range (WLTP): Up to 402 km.

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3. The MINI Surfside Collection price.

Model	VES Band	Retail price (at time of press)
MINI Aceman E Surfside Collection	A	\$270,888

4. The MINI Surfside Collection specifications.

MINI Aceman E

Drive type: Battery electric vehicle (BEV).

Drive concept: Electric drive, transmission of the electric motor's drive torque to the front wheels.

Max system output: 110 kW/148 hp.

Max system torque: 290 Nm.

Type of transmission: Automatic transmission, single-speed with fixed ratio.

Storage technology: Lithium-ion battery.

Installation: Flat high-voltage battery integrated in the vehicle floor.

Battery capacity: 38.5 kWh.

Acceleration (0-100 km/h): 9.2 s.

Top speed: 160 km/h.

Electric power consumption: 14.9 kWh/100 km.

Range (WLTP): Up to 310 km.