



# MINI CORPORATE COMMUNICATIONS

Press release

14 November 2019

## Stylish gifts by MINI.

The MINI Lifestyle Collection presents a range of original ideas for the festive period.



**Munich.** Special people deserve special gifts. And a look at the calendar suggests it's time to start choosing something original. The MINI Lifestyle Collection provides inspiration for all those looking to put together a wishlist or make someone else's wishes come true. Thanks to the wide range of products on offer, it's often possible to do both.

### The MINI feel for at home and on the go.

Short days and cool weather arouse a sense of anticipation of those cosy times spent in your own four walls. Fancy another cup of tea? You can rest assured that a hot drink from the **MINI Teapot** will be poured in proper style. With its clear design in a black and white colour combination and discreet MINI logo on the bottom of the pot, it adds a touch of British flair at tea time. And for tea enjoyment in between times, there is the **MINI Tea Maker**. This consists of a matt white earthenware cup with printed MINI logo, a black lid, which also serves as a saucer, and a stainless steel tea strainer.

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Meanwhile the **MINI Colour Dip Cup** provides even greater colour variety on the tea or coffee table. The cup with handle is also made of earthenware. A two-tone glaze along with a matt exterior and glossy interior with printed MINI logo ensure a distinctive look. It is available in the colour combinations White/Black, Coral/Grey and Island/Black.

The bags, backpacks and suitcases of the MINI Lifestyle Collection offer lots of space for everything required on a shopping trip, a weekend outing or a lengthier trip. The **MINI Colour Block Shopper** provides stylish storage and protection for both small and large purchases. The water-repellent cotton canvas bag with rubberised print at the bottom is available in the colour combinations White/Black, Grey/Coral and Island/Black. The **MINI Striped Shopper** with its contrasted stripe pattern is also a key item in the MINI 60 Years Lifestyle Collection. The MINI lettering is featured on the front of all shoppers.

The selection of suitcases is also varied and colourful. The **MINI Trolley** is a robust hard-shell case with a volume of 76 litres, featuring four wheels, an extendable handle and a zip with TSA lock for safe and convenient travel. Inside there are practical compartments, fastening straps and a removable zip pocket. The **MINI Cabin Trolley** is one size smaller. With a volume of 36 litres, it is the ideal size for hand luggage. It is also equipped with four wheels, a pull-out handle and a zip with TSA lock, as well as a removable laptop pouch. The MINI Trolley and MINI Cabin Trolley each bear the MINI logo and are available in Grey, Island, Coral and British Green.

### **From small to stylish: kids' products from the MINI Lifestyle Collection.**

A cool look and warm fabric are the key features of the textiles that make the youngest of MINI fans feel great all year round. The **MINI Logo Patch Sweatshirt Kids** made of one hundred per cent cotton in single jersey quality offers outstanding wear comfort and practical details. It is available in the colours Island and Coral and features embroidered MINI lettering as well as a pouch pocket for important bits and bobs. One



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particularly colourful alternative from the MINI 60 Years Lifestyle Collection is the **MINI Striped Sweatshirt Kids**. Its vintage-style 1960s striped pattern and the imprinted MINI wordmark give it a distinctive look, while the pouch pocket is a practical extra here as well.

The MINI 60 Years Lifestyle Collection also includes a particularly stylish range of products for the very youngest of MINI fans. The **MINI Striped Baby Gift Set** consists of a cap and five pairs of socks, allowing a stylish expression of individuality from head to toe at a young age.

The **MINI Knitted Car** is all about truly sensitive handling. The knitted speedster with soft filling and lovingly embroidered details such as headlights, rear light units and number plates is the perfect beginner vehicle for the brand's very youngest fans. The MINI Knitted Car is available in the body colours Island, British Green and Chili Red, each combined with a black roof.

The **MINI Bulldog 2.0** is the perfect travel companion for MINI fans of all ages. The new edition of the popular MINI mascot will appeal to every biped with its traditional grey cord fabric and white front, its heartwarming look and a stylish red scarf featuring a MINI Wing logo print.

### **Just what the kids love: MINI Tricycle, John Cooper Works Go-Kart.**

Driving fun in MINI style has many facets – and the youngsters can get to know some of the very special ones at an early age. The safest way to get into pole position is on three wheels. The **MINI Tricycle** was developed for children aged from one and half and with a body height of at least 80 centimetres. A robust steel frame painted in a Chili Red finish, a white MINI logo on the handlebar pad, white rims and low-noise wheels ensure a visually striking but acoustically discreet appearance. The MINI Tricycle also features an ergonomically shaped seat and a handlebar with safety handles.



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On four wheels, too, youngsters can start to enjoy driving pleasure well before taking their driving test. The **John Cooper Works Go-Kart** featured in the MINI Lifestyle Collection is lined up at the start for children aged three and over. A chassis made of durable, powder-coated steel and aluminium gives it agile cornering qualities, while a handbrake ensures sporty deceleration. The position of the adjustable bucket seat can be adjusted to suit the driver's size, and a horn is integrated in the sports steering wheel. The black-red finish, start number 1 and a MINI and John Cooper Works logo on the bonnet set the tone for racing passion at an early age.

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#### **The BMW Group**

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

In 2018, the BMW Group sold over 2,490,000 passenger vehicles and more than 165,000 motorcycles worldwide. The profit before tax in the financial year 2018 was € 9.815 billion on revenues amounting to € 97.480 billion. As of 31 December 2018, the BMW Group had a workforce of 134,682 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.

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