



MINI CORPORATE COMMUNICATIONS

Media information
24 November 2022

Gift ideas with style: The MINI Lifestyle Collection 2022.



P90474906

The most magical time of the year comes with glittering streets and colourfully decorated living rooms. And everyone who doesn't like doing any last-minute shopping will be sure to find what they're looking for at MINI: The steeped-in-tradition British brand presents great gift ideas from the current MINI Lifestyle Collection 2022 - starting with the practical MINI Travel Mug and the new MINI Striped Collar Polo to the high-grade MINI Graphic Duffle Bag.

Company
Bayerische
Motoren Werke
Aktiengesellschaft

Postal address
BMW AG
80788 Munich

Phone
+49-89-382-38072

Internet
www.bmwgroup.com

Media information

Date 24 November 2022

Topic Gift ideas with style: The MINI Lifestyle Collection 2022.

Page 2

Munich. The MINI Lifestyle Collection 2022 is bursting with great gift ideas for family, friends or your own wish list. For many people, travelling to see family and friends is a big part of the Christmas season. To make sure they have everything they need on board, MINI fans will find many practical helpers for when they are on the move. The current collection includes the **MINI Two Tone Belt Bag** for securely storing your valuables, the comfortable **MINI Cabin Trolley** and the **MINI Two Tone Traveller Bag** for hand luggage when travelling.

Little adventurers travel in comfort with the **MINI Kids Trolley** in Chili Red. On the road, the **MINI Scooter**, **MINI Tricycle** or the speedy **MINI Baby Racer** are a fun way to explore the surroundings. If there is a



P90474898



P90474897

MINI Cooper miniature among one of the presents, the dream of driving a MINI begins right under the Christmas tree.

The new line of apparel offers fresh styles, features lots of ideal gifts and is a real eye-catcher under every Christmas tree. The **MINI Graphic Wordmark T-Shirt**, for example, combines a comfortable fit with the

basic colour sage and typical MINI design elements. The same colour is used for the new **MINI Striped Binding Zip Hoodie** with a striped pattern for the hood edging and a white MINI Wing logo. All items of clothing are available in different cuts for women and men. With the **MINI Wordmark Circle Zip Hoodie Kids**, the little ones will shine as brightly as the Christmas tree in their new favourite piece of clothing.

Media information

Date 24 November 2022

Topic Gift ideas with style: The MINI Lifestyle Collection 2022.

Page 3

The colourful MINI Graphic Bibs, available in a set of 3, will protect against stains at the feast.



P90474904

For those who don't want to leave the house on frosty days, the **MINI Graphic Cup** is particularly suitable. It's perfect for spending a cosy evening with a hot chocolate, a good book and a nice warm spot by the fireplace. This is also the ideal setting for rethinking your Christmas list. The **MINI Graphic Triangle Notebook** made of high-quality stone paper is especially suitable for writing down your wish list.

At Christmas visiting the Christmas market is a must. If you like your mulled wine to-go, you can use the well-insulated **MINI Graphic Travel Mug**.

The **MINI Water Bottle** in timeless colour block design, on the other hand, is perfect as a gift. If you've put on a few pounds over the holidays, you can take the **MINI Water Bottle** with you to the gym. No more excuses now.



P90474914

Media information

Date 24 November 2022

Topic Gift ideas with style: The MINI Lifestyle Collection 2022.

Page 4



MINI fans can decorate their Christmas tree at home in style with the adorable **MINI Charms** in the shape of the MINI silhouette or the Bulldog mascot. With the high-quality workmanship and the conscientiously selected materials, the products of the MINI Lifestyle Collection also make a clear statement in favour of sustainability. The charms, for example, are made 100% from leather scraps that come from MINI seat production.

P90474901

In case of queries, please contact:

Corporate Communications

Sarah Bauer, Spokesperson Product Communications MINI Lifestyle

Phone: +49-89-382-94180

E-mail: sarah.bauer@mini.com

Andreas Lampka, Head of Communications MINI

Phone: +49-89-382-23662

E-mail andreas.lampka@mini.com

Jennifer Treiber-Ruckenbrod, Head of Communications MINI and BMW Motorrad

Phone: +49-89-382-35108

E-mail jennifer.ruckenbrod@bmwgroup.com



Media information

Date 24 November 2022

Topic Gift ideas with style: The MINI Lifestyle Collection 2022.

Page 5

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 over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2021, the BMW Group sold over 2.5 million passenger vehicles and more than 194,000 motorcycles worldwide. The profit before tax in the financial year 2021 was € 16.1 billion on revenues amounting to € 111.2 billion. As of 31 December 2021, the BMW Group had a workforce of 118,909 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

www.bmwgroup.com

Facebook: <http://www.facebook.com/BMWGroup>

Twitter: <http://twitter.com/BMWGroup>

YouTube: <http://www.youtube.com/BMWGroupView>

Instagram: <https://www.instagram.com/bmwgroup>

LinkedIn: <https://www.linkedin.com/company/bmw-group/>