



Media Information
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Full speed ahead on the data highway. Original USB products from the MINI Lifestyle Collection.

Richmond Hill, ON. USB with a difference. MINI creates variety in the everyday routine and is particularly creative in its interpretation of the computer link. The original USB products give every desk a new look and make friends and colleagues sit up. They are brilliant gift ideas for MINI fans and technical aficionados.

The **MINI USB Stick “Key”** is the ideal storage medium when you are on the move. It comes in the inimitable design of the MINI ignition key. The red LED ring illuminates when the stick is connected to the computer. Thanks to the storage volume of 8 gigabytes, it offers more than enough data storage space for music, films, photos, etc. There’s also a practical neck strap, protective cap and a separate USB cable.

The **MINI USB Stick “Bulldog”** is also available in the shape of a bulldog to reflect the brand's British heritage. The exceptional model shows the dog from the side in a 2D profile and has 4 gigabytes of storage capacity. The dog can be pulled apart at the centre in order to get at the USB connection. A lanyard with MINI prints and an additional USB cable complement the stick.

The extravagant **MINI Liquid USB Mouse** belongs on every desk. Inside the optical computer mouse, a white MINI miniature swims around in a two-tone, transparent orange liquid. The upper side of the mouse bears the words “DO NOT STARE AT MY BOOT.” Two keys and a scroll wheel make the mouse easy to use.

The smart products with USB connector can be purchased either online by going to www.minishop.ca or at selected MINI retailers.

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BMW Group in Canada

BMW Group Canada, based in Richmond Hill, Ontario, is a wholly-owned subsidiary of BMW AG and is responsible for the distribution of BMW luxury performance automobiles, Sports Activity Vehicles, Motorcycles, and MINI. BMW Group Financial Services Canada is a division of BMW Group Canada and offers retail financing and leasing programs and protection products on new and pre-owned BMW and MINI automobiles, as well as retail financing for new and pre-owned BMW Motorcycles. A

MINI Canada

Corporate Communications

total network of 41 BMW automobile retail centres, 18 BMW motorcycle retailers, and 26 MINI retailers represents the BMW Group across the country.

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For more information, please contact:

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