



Media Information

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Geared up to go – with the MINI Lifestyle Collection.

Clever products for travelling and the great outdoors.

Richmond Hill, ON. Anyone who is frequently on the go is bound to appreciate reliable, cleverly designed travel gear. The MINI Lifestyle Collection includes a wealth of products designed to make journeys so enjoyable that arriving at a destination ceases to be quite so important. The items range from robust and stylish luggage to neat accessories and clothing.

Keeping the essentials neatly and safely stowed away – MINI bags and luggage.

Shopping splurge, business trip, weekend away or long-haul journey, the new MINI Lifestyle Collection covers every base with its extensive line-up of bags and suitcases. Alongside their striking design, the luggage items also offer excellent functionality and a host of well thought-out details. Practical compartments in the bags and the intelligently designed interior of the suitcases provide flexible storage for keeping everything tidy. The products' design is pared down to the essentials, yet always surprises in customary MINI fashion. The use of contrasting shapes, colours and materials plays a key role here. One of the Collection's signature features is the way it plays with splashes of colour, in other words the familiar MINI "colour block". Aqua and Lemon accent shades combine with Black, White and Grey base tones to produce a compelling colour scheme.

The **MINI Wallet Colour Block** (MSRP \$43.14), **MINI Pouch Small Colour Block** (MSRP \$21.04) and practical **MINI Shopper Colour Block** (MSRP \$27.65) are just the thing for shopping trips. High-tech devices, laptops and tablets, meanwhile, can be accommodated securely and in style by the **MINI Laptop Bag Canvas Mix** (MSRP \$54.18) or **MINI Tablet Cover Colour Block** (MSRP \$32.35), both of which fit neatly into the **MINI Backpack Canvas Mix** (MSRP \$87.50).

The stylish **MINI Overnight Bag Canvas Mix** (MSRP \$111.76), **MINI Duffle Bag Colour Block** (MSRP \$71.90) and **MINI Traveller Bag Canvas Mix** (MSRP \$105.05) are designed to be taken on short trips. Water-repellent canvas material gives the bags a robust and dirt-resistant finish. When travelling by plane, the **MINI Trolley** (MSRP \$215.65) and **MINI Cabin Trolley** (MSRP \$188.00) are

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the ideal choice. The high-quality hard-shell cases come with a pull-out handle, silent wheels and a zip closure with built-in TSA lock for supreme convenience and security. Inside, the trolleys feature practical compartments, securing straps with a magnetic Fidlock buckle, two-way zip closure and a detachable zipper bag for storing important items separately.

MINI FindMate – a handy little helper.

The **MINI FindMate** (MSRP \$45.43) is designed to put an end to items of luggage getting lost or left behind. Once registered using the MINI Connected app, this tag with Bluetooth connectivity is simply attached to objects such as bags, suitcases, key rings or rucksacks. The instant an item carrying the tag leaves a defined area, MINI Connected sends a message to the owner's smartphone. As and when the item comes within Bluetooth range again, it can be quickly located with the help of the app and an audible signal. If the MINI FindMate is out of Bluetooth range, the user can request guidance to the last place where there was still a connection. Plus, the GPS position of the MINI FindMate can be transmitted to the car's navigation system. Up to six MINI FindMates can be paired with MINI Connected at the same time.

Simple, practical clothing and clever accessories deliver the full MINI feeling in all weathers.

With the highly versatile **MINI Jacket Women's With Backpack** (MSRP \$139.18) and **MINI Jacket Men's With Backpack** (MSRP 139.18), there is virtually no such thing as bad weather. Featuring wind-resistant and water-repellent material and the MINI Wing Logo printed on the left arm, these jackets are the perfect garment for any outdoor activity. Elastic drawstrings on the hem and hood allow the jackets make be adjusted individually for a snug fit. And if they are no longer needed, the jackets can be kept in the ultra-light backpack with drawstring fastening supplied. Those preferring to play it safe and rule out any chance of getting wet will want to have the compact **MINI Umbrella Foldable Signet** (MSRP \$39.13) close at hand. If the sun comes out, though, the **MINI Cap Signet** (MSRP \$27.94) and **MINI Cap Wing Logo Flat Peak** (MSRP \$39.13) both offer a stylish route to a cool head.

In fine weather, various accessories in the MINI Lifestyle Collection provide all the incentive needed to head for the great outdoors and find a pleasant spot. The **MINI Blanket Signet** (MSRP \$77.13) with its water-repellent underside provides the perfect host for picnics or open-air movie nights. The



MINI Bluetooth Speaker (MSRP \$57.06) helps to create the right atmosphere, while the **MINI Travel Flask** (MSRP \$27.94) and **MINI Travel Mug** (MSRP 20.57) have insulating properties to keep the beverages inside them at the perfect drinking temperature. And any bottles with a cap can be opened using the **MINI Key Ring Multi-Use** (MSRP 21.02), which is made from brushed stainless steel and comes with an integrated bottle opener.

The MINI Lifestyle Collection

The MINI brand offers an extensive portfolio of lifestyle accessories and clothing products. These range from textiles and personal accessories, to products for children, bags and luggage, and even bicycles. The MINI Collection comprises over 50 products. Featuring a clear and timeless design language, unmistakable styling and top-quality materials, the Collection conveys the design expertise of MINI and the brand's new sense of identity beyond the limits of the cars themselves.

The MINI Collection is available online at <https://www.minishop.ca/> and from 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 total network of 48 BMW automobile retail centres, 20 BMW motorcycle retailers, and 30 MINI retailers represents the BMW Group across the country.

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