

MINI CORPORATE COMMUNICATIONS

Media information

11 November 2021

Stylish gifts for MINI fans big and small.



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The current MINI Lifestyle Collection offers a whole series of sustainable gift ideas for the best holidays of the year.

Munich. As the days get shorter, wish lists get longer and longer as the countdown to the Xmas holidays begins. Browsing through the diverse range of products in the new MINI Lifestyle Collection awakens festive anticipation in MINI enthusiasts young and old. The products in the current MINI Lifestyle Collection combine high-quality, authentic materials with a clear design language. In the online shop at www.shop.mini.de and at selected MINI dealers, all products from the current collection can be viewed, selected and ordered at your leisure.

Practical shopping bags, stylish luggage for travelling.

The bags and suitcases from the MINI Lifestyle Collection are stylish, practical and much sought-after. A tried and tested accessory for everyday use is the **MINI Gradient Wallet** (RRP € 39) made of waxed and water-repellent canvas.

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Media information

Date 11 November 2021

Topic Stylish gifts for MINI fans big and small.

page 2

Like all products in the series, its surface features a unique colour gradient in the Island/Black or Energetic Yellow/Grey variants, which is



P90443545

combined with a MINI Wordmark print. Inside, the wallet offers plenty of secure storage options with two compartments for notes, a zipped pocket for coins and space for up to 12 cards. For big journeys, the **MINI Gradient Passport Holder** (RRP €19.00) is a practical addition for carrying identification documents.

The **MINI Gradient Shopper** (RRP 29.00 €) is a stylish shopping companion. The waxed and therefore water-repellent canvas with rubberised MINI print and striking contrast colour at the bottom edge keeps all the day's purchases dry, for which there is a lot of room in the spacious bag. On urban adventures, the **MINI Gradient Duffle Bag** (RRP € 74.99) is a perfect and handy companion for city trips. Personal items and hygiene accessories are safely stored in the matching **MINI Gradient Wash Bag** (RRP € 29.00), making it an indispensable travel companion for design enthusiasts. Then there is also the cool and casual **MINI Wordmark Gradient T-Shirt** (RRP € 29.00) with MINI Wing logo in gradient print.

More luggage for longer journeys can be carried comfortably in the **MINI Contrast Zipper Soft Luggage** (RRP € 160.00). It offers the flexible packing advantages of a travel bag and combines these with the comfort of a trolley thanks to two wheels and an extendible handle. The division into a large main compartment, spacious outer pocket and removable zipped pockets makes this luggage a versatile travel companion. Spacious, robust and secure, the hard-shell **MINI Trolley** (RRP € 165.76) features a waterproof two-way zip with integrated TSA combination lock. Additional protection in the hold or on the luggage conveyor belt at the airport is provided by the side-mounted



P90443488

Media information

Date 11 November 2021

Topic Stylish gifts for MINI fans big and small.

page 3

bumpers, while the quiet wheels move the trolley effortlessly from A to B. Little adventurers can also benefit from the smooth running on their travels with the **MINI Kids Trolley** (RRP € 140.00) including printed lining with pictures of cuddly and MINI models.

Practical design accessories you can use every day.



Stay dry in style: The **MINI Gradient Walking Stick Umbrella** (RRP € 35.00) is a comfortable companion in sunny times thanks to its long stick and protects against showers, storms and constant rain as a windproof, expansive umbrella. To warm you up, the **MINI Gradient Travel Mug** (RRP € 19.00) keeps your favourite drink at a pleasant temperature. Of course, it fits perfectly in every MINI cup holder and also

features an integrated tea bag hook. This is ideally supplemented by the **MINI Contrast Tie Water Bottle** (RRP € 19.00), which is also available in two colours. Essential details in everyday life are best accompanied by small, stylishly designed accessories: With the **MINI Wing Logo Enamel Keyring** (RRP € 19.00) or the **MINI Signet Lanyard** (RRP € 9.50), keys are kept safely together and are always at hand. And to make sure good thoughts don't just slip by, the **MINI Gradient Notebook** (RRP € 14.99) with its unique gradient print features elegant blank spaces for notes and an elastic rubber contrasting-colour fastener that also holds the pen securely.

Driving fun begins in the children's room.

With the **MINI Cooper S Pull Back** (RRP € 6.90) in 1:36 scale, MINI enthusiasts young and old are ready for any race. The miniature is available in three different colours and the pull-back motor ensures zippy acceleration just like the original. Rolling on your own two feet with the **MINI Baby Racer** (RRP € 109.00). The smooth-running runabout takes

P90443516

Media information

Date 11 November 2021

Topic Stylish gifts for MINI fans big and small.

page 4

racers aged 18 months and over from the nursery to the playground with quiet rubber tyres and a soft, removable seat cushion.

And if energy should run out on the way back, the optional push bar and a strong arm will help get everyone home. The classic Chili Red paintwork with white bonnet stripes provides the unmistakable MINI look in miniature.



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Fuel consumption, CO₂ emission figures, power consumption and ranged were measured using the methods required according to Regulation VO (EC) 2007/715 as amended. They refer to vehicles on the German automotive market. For ranges, the NEDC figures take into account differences in the selected wheel and tyre size, while the WLTP figures take into account the effects of any optional equipment.

All figures have already been calculated based on the new WLTP test cycle. NEDC figures listed have been adjusted to the NEDC measurement method where applicable. WLTP values are used as a basis for the assessment of taxes and other vehicle-related duties which are (also) based on CO₂ emissions and, where applicable, for the purposes of vehicle-specific subsidies. For further details of the WLTP and NEDC measurement methods, see also www.bmw.de/wltp.

For further details of the official fuel consumption figures and the official specific CO₂ emissions of new cars, please refer to the "Manual on the fuel consumption, CO₂ emissions and power consumption of new cars" available free of charge at all sales outlets, from Deutsche Automobil Treuhand GmbH (DAT), Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen and at <https://www.dat.de/co2/> free of charge.

Media information

Date 11 November 2021

Topic Stylish gifts for MINI fans big and small.

page 5

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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 2020, the BMW Group sold over 2.3 million automobiles and more than 169,000 motorcycles worldwide. The profit before tax in the financial year 2020 was € 5,222 billion on revenues amounting to € 98,990 billion. As of 31 December 2020, the BMW Group had a workforce of 120,726 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.

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