

Press release  
30 June 2017

## **Geared up to go – with the MINI Lifestyle Collection. Clever products for travelling and the great outdoors.**

**Munich.** 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** (RRP €39.50), **MINI Pouch Small Colour Block** (RRP €19) and practical **MINI Shopper Colour Block** (RRP €25.00) 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** (RRP €49.50) or **MINI Tablet Cover Colour Block** (RRP €29.00), both of which fit neatly into the **MINI Backpack Canvas Mix** (RRP €80.00).

The stylish **MINI Overnight Bag Canvas Mix** (RRP €96.00), **MINI Duffle Bag Colour Block** (RRP €66.00) and **MINI Traveller Bag Canvas Mix** (RRP €121.00) 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** (RRP €197.00) and **MINI Cabin Trolley** (RRP €171.00) are 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.

Company  
Bayerische  
Motoren Werke  
Aktiengesellschaft

Postal address  
BMW AG  
80788 München

Phone  
+49-89-382-50181

Internet  
[www.bmwgroup.com](http://www.bmwgroup.com)

Press release

Date 30 June 2017

Topic Geared up to go – with the MINI Lifestyle Collection.

Page 2

## **MINI FindMate – a handy little helper.**

The **MINI FindMate** (RRP €39.50) 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** (RRP €131.00) and **MINI Jacket Men's With Backpack** (RRP €131.00), 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** (RRP €35.50) close at hand. If the sun comes out, though, the **MINI Cap Signet** (RRP €25.00) and **MINI Cap Wing Logo Flat Peak** (RRP €35.50) 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** (RRP €70.00) with its water-repellent underside provides the perfect host for picnics or open-air movie nights. The **MINI Bluetooth Speaker** (RRP €49.50) helps to create the right atmosphere, while the **MINI Travel Flask** (RRP €25.00) and **MINI Travel Mug** (RRP €19.00) 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** (RRP €19.00), which is made from brushed stainless steel and comes with an integrated bottle opener.

Press release

Date 30 June 2017

Topic Geared up to go – with the MINI Lifestyle Collection.

Page 3

## 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 [www.shop.mini.com](http://www.shop.mini.com) and from selected MINI dealers.

In the event of enquiries please contact:

**BMW Group Corporate Communications**

Martina Hatzel, Spokesperson MINI Design and Lifestyle

Telephone: +49-89-382-11966; E-mail: [martina.hatzel@bmwgroup.com](mailto:martina.hatzel@bmwgroup.com)

Cypselus von Frankenberg, Head of BMW Group Innovation and Design Communications

Telephone: +49-89-382-30641; Fax: +49-89-382-20626

## 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. As a global company, the BMW Group operates 31 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2016, the BMW Group sold approximately 2.367 million cars and 145,000 motorcycles worldwide. The profit before tax was approximately € 9.67 billion on revenues amounting to € 94.16 billion. As of 31 December 2016, the BMW Group had a workforce of 124,729 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.

[www.bmwgroup.com](http://www.bmwgroup.com)

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

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

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

Google+: <http://googleplus.bmwgroup.com>