



Media Information
11 November 2010

Unique Paul Weller designed MINI goes on sale in charity auction. **Charity auction goes live 11 November.**

London/ Munich. Following his headline performance at MINI's 50th Birthday extravaganza at Silverstone in 2009, mod rock legend Paul Weller has collaborated with MINI to create a one off car which will be sold in a live global online auction with all proceeds going to charity. The unique MINI Cooper is the ultimate British icon, it was designed by Paul Weller, built in Oxford and hand-painted by MINI craftsmen. The car will be auctioned for one month from 11 November to raise money for charities Nordoff Robins and War Child.

Weller's inspiration for the design - which features bold pink and brown stripes across the car's entire body and is finished with a single silver line running up the bonnet and over the roof - comes from the colours in a Ben Sherman shirt he designed for the clothing brand some years ago.

MINI UK's Director, Jochen Goller says "Both MINI and Paul Weller are synonymous with the quintessential British mod scene. That's why we were the ideal match to create this unique car."

Paul Weller said "I've always loved and driven MINIs so when I was given the opportunity to design a bespoke Mini Cooper I wanted to create something that reflected the mood and colours associated with the Mod era, which was also the classic Mini's hey day. I'd already expressed these colours in a shirt I designed for Ben Sherman a few years ago, so it made sense to me to continue the theme using a MINI Cooper as a palate.

I've decided to donate the car to two charities: War Child is an amazing organization which works tirelessly to provide protection for kids who live in some of the world's most dangerous places - Iraq, Afghanistan, Uganda and DRC. Nordoff Robbins is the charity that really uses music to transform the lives of kids and adults fundraising to help and support these vulnerable people."

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Date 11 November 2010
Subject Unique Paul Weller designed MINI goes on sale in charity auction.
Page 2

The bidding starts on 11th November at www.paulwellerminiauction.com and will run for one month. The car will be on display in MINI's flagship showroom on Park Lane, London for the duration of the auction.

The car is a 2009 MINI Cooper, with 17" Crown Spoke Alloys, black leather upholstery, Bluetooth, front heated seats, and Chili Pack. All proceeds of the auction will be divided between the two charities.

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