



Press release
27 October 2011

It's the giving that counts with MINI. **Intriguing ideas for everyone's Christmas list.**

Munich. It's that time of year again, and the search is on to find the right Christmas present for all the family. Happily, the new MINI Lifestyle Collection offers a colourful selection of original ideas for young and old. Order your gifts from the MINI Online Shop at www.MINI.com/shop and raise the excitement around the tree to new heights.

Original gift ideas for him.

Fans of eco-friendly transport will make particularly proud owners of the **MINI Folding Bike**. High-quality components, a lightweight aluminium frame and a clever folding mechanism ensure the two-wheeled MINI is the perfect companion for life on the move. Its exceptional design is headlined by a fine matt black finish and a neon yellow chain and bell. On a more urgent note, MINI has come up with the hot-heeled **Snow Rocker** to bring out your carefree youthful streak on the slopes. The compact sled, which has been classified with a downhill speed of over 100 km/h, takes even mogul fields in its brisk slalom stride. A Union Jack motif and Racing Stripes on the seat surface make it a genuine head-turner.

The **Black Jack Watch** from MINI is sure to get men's hearts ticking over that much more quickly. The chunky analogue timepiece with grey/black Union Jack face delivers numerous hits of style and elegance per minute. Its square case is made of solid premium metal, while the multi-link strap features a practical folding clasp.

However, if your sights are trained on something truly luxurious, your local MINI dealer should be your first port of call. A suitably high-end present for those with exclusive tastes is the limited-run **MINI INSPIRED BY GOODWOOD**. This special-edition model was created under the guiding eye of the Rolls-Royce Motor Cars design team, and extravagant adornments inside and out make it a guaranteed show-stealer. The lavish paintwork shimmers with its Diamond Black metallic finish, while inside their car owners will be greeted by exquisite materials such as nappa leather, lambswool, cashmere and walnut wood. Unadulterated luxury comes as standard.

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Original gift ideas for her.

Alternatively, why not combine a Christmas present with a good cause in the shape of the **Red Mudder Foulard by MINI & DSQUARED2**? The print on this sumptuous scarf is based on the Canadian duo's design for the Life Ball MINI 2011, creating an accessory that lends an individual touch to any outfit. A classy gift box further enhances the effect. Part of the proceeds from sales of the scarf will go to the organisation AIDS LIFE to support projects in the fight against the immune deficiency disease.

When it comes to a stylish travel companion for business or leisure, the **MINI Rooftop Pilot** is difficult to beat. The hard-shell trolley case comes in a pure-as-the-driven-snow white with black Racing Stripes. Features include a retractable telescopic handle, sturdy carry handle and easy-glide wheels. Inside, the various compartments include a special sleeve to keep your laptop separate. The **MINI Club Bag** in high-glam Union Jack design will rock any party outfit. Remove the handle and it switches roles to become a stylish clutch bag. Small but perfectly formed, it has space for everything a girl on the move could need, and is a must-have for the New Year's knees-up.

The **Ladies Black Jack Top** is likewise primed to party. The long, sleeveless top boasts a black-and-white Union Jack photo print and can be combined with a wide selection of outfits. Then there's the **MINI Beat the Street Lapeer Hat** in easy retro look, providing a stern adversary to wind and winter weather. A snug faux-fur lining makes this trapper-style headwear the go-to option when the mercury plunges. The embroidery on the "dog ears" adds a splash of fashion credibility.

Original gift ideas for the kids.

The **MINI Baby Racer** will give little'uns from 18 months to three years old endless fun as they take their first turns of the wheel. The racy kid's car features impressive attention to detail, from the front and rear lights in authentic MINI design to the use of the original MINI colour shade Chili Red. Parents, meanwhile, will be relieved to find noise-cancelling rubber wheels on both axles. Moving up a gear, the replica **MINI Convertible Cooper S** will be at the top of the wish list for children aged three to five. The red runabout is fitted with low-



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noise rubber tyres, a gearshift lever and lights. The electronic motor powers the car up to 5 km/h. Elsewhere in the replica car range, a pull-back drive mechanism brings the **MINI Countryman Light and Sound** quickly up to speed. An authentic engine sound and illuminating front and rear lights let everyone know the 1:32 scale car is on its way. Opening the driver or front passenger door activates the horn.

The "Beat the Street" **Be MINI Baby Set** with romper suit and bib makes the perfect party wardrobe for kids aged six to 12 months, and the matching **Be MINI Baby Socks** guarantee a warm pair of feet. The anti-slip soles with Union Jack design add a layer of reassurance for those taking their first tentative steps.

Meanwhile, kids of all ages can cuddle and snuggle their way to a merry Christmas with the **Bulldog Soft Toy and Bulldog Plush Cushion**. This cute cuddly toy for young dog lovers wears a black shirt and MINI collar. The British bulldog also features on the extra-soft cuddly cushion.

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