



Press release
17 July 2012

MINI and PUMA seal a multi-year licence partnership. Joint collection to feature clothing, shoes and accessories for the sporty, urban lifestyle.

Munich / Herzogenaurach. Automotive manufacturer MINI and sports lifestyle brand PUMA have signed a worldwide license agreement sealing their partnership over a period of several years. The collaboration brings together two innovative and iconic brands with a long-standing passion for functionality, performance and design, and centres on a joint collection of clothing, shoes and accessories. The lifestyle product lines will be available from September 2012 under the label MINI by PUMA. Selected MINI dealerships will be selling a range of items, while PUMA stores and PUMA retail partners will carry the entire collection.

MINI by PUMA – Driving style meets sporting fashion.

The collection unites MINI's "creative use of space" principle and PUMA's strengths in designing clothing, shoes and accessories. Inspired by the UK, the home of the automotive brand, the collection features British icons like the Union Jack and bulldogs as design elements to add an extra fashionable edge. High-quality materials, clean lines and contrasting linings combine to create a sleek, stylish look.

"In PUMA we have found an ideal partner that shares our enthusiasm for a sporty, urban look and lifestyle, has a worldwide presence and, like MINI, appeals to young, open-minded target groups", says Dr Thomas Goerdt, Director Lifestyle Collections at the BMW Group.

The first MINI by PUMA collection, which will be launched in September, features sporty yet stylish unisex bags and accessories, including larger weekend bags, compact handbags and wallets. The cleverly designed interior compartments and zips make for practical bags with ample storage. The strap and handle designs are inspired by MINI seatbelts. The various models come in black with neon yellow luggage tags. The bags will be complemented by a range of sneakers, which will include different models of low-cut sneakers and chukka sneakers for both men and women. The sporty, lightweight shoes have a narrow last and feature "cool Britannia" design details. The collection's colour palette

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focuses on black, white and green. The MINI by PUMA collection will also feature a variety of fashionable clothing ranging from T-shirts to parkas.

MINI brand partnerships.

MINI has a long history of licence partnerships. For example, the automotive brand collaborated with Japanese shoe brand Onitsuka Tiger on a shoe collection and also teamed up with Sonoro audio, a German manufacturer of design audio products, to produce a special MINI multifunctional internet radio receiver. This latest collaboration with PUMA is the most comprehensive license agreement MINI has signed for its Lifestyle Collection to date.

The BMW Group

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI, Husqvarna Motorcycles and Rolls-Royce brands. As a global company, the BMW Group operates 29 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2011, the BMW Group sold about 1.67 million cars and more than 113,000 motorcycles worldwide. The profit before tax for the financial year 2011 was euro 7.38 billion on revenues amounting to euro 68.82 billion. At 31 December 2011, the BMW Group had a workforce of approximately 100,000 employees.

The success of the BMW Group has always been built 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. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last seven years.

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