



Press release
November 2012

MINI by PUMA: Smart travel companions. Modern design meets functionality in a sporty, urban collection.

Munich. MINI by PUMA stands for cleverly designed luggage solutions and casual shoe styles perfect for the everyday life in the city. The collection masterfully combines urban lifestyle with sports fashion. The appeal lies in the mix of a clear design language and intelligent functionality. The whole range of products draws inspiration from the UK - home of the automotive brand.

As of now a range of items, including six bags, one wallet and three sneaker styles will be sold through the MINI Online Shop and selected MINI dealerships.

Innovative bags and luggage for leisure and business.

People who are often on the move need their bags to be reliable and stylish. The black leather effect bags in the MINI by PUMA collection are sporty, elegant and suitable for both men and women. Contrasting zips and detachable luggage tags in bright lime make the bags particularly eye-catching and give them an extra fashionable edge. Subtle appliqué logos and shoulder straps inspired by MINI seatbelts exude understated style. Union Jack motifs and bulldog silhouettes are small decorative details that give the bags a special British touch.

MINI by PUMA attaches great importance to functionality. Cleverly designed interior compartments make the bags ultra-practical for stowing away everyday essentials. Even the luggage tags are multi-functional with hidden zipped compartments and slots for bank cards. Most of the bags have a special zip system that allows their shape and size to be adjusted to suit the user's needs.

The **Doctor's Bag** is a fashionable reinterpretation of an old classic. The metal reinforcement of the interior makes the bag extra sturdy. Additional features include a padded laptop sleeve and an organizer pocket.

The **Weekender Bag**, with strengthened base, lives up to its name: This travelling bag can be expanded using zips and snap fasteners, making it a flexible luggage solution for short trips. The bag can be comfortably carried by the shoulder strap or the handle. The versatile **Workbag**, also adjustable in size, is perfect for a busy working day with its cleverly designed interior compartments,

Company
Bayerische
Motoren Werke
Aktiengesellschaft

Postal Address
BMW AG
80788 München

Telephone
+49-89-382-23742

Internet
www.bmwgroup.com



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which include a protective laptop slot, an integrated smartphone pouch and two separate pockets on the inside of the closing flap.

Sleek and practical, the slimline **Holdall Bag** is based on the style of a city shopper. The bag comes with a shoulder strap, handles and smart inner compartments with an extra laptop sleeve. The **Shoulder Bag** also impresses with its well-organized interior, and its size can be adjusted for extra volume. The bag is simple to open and close with its flap and two leather straps. Thanks to its classic contours, the **Handbag** is the perfect addition to any outfit, whether elegant or sporty. This striking compact handbag is adjustable in size and boasts intelligently designed inner compartments.

The **Wallet** perfectly complements the bag and luggage range, with room for six cards along with three pockets (one big, two small). The yellow exterior zip brings real flair to the wallet's design.

Sporty yet stylish shoes.

Sneaker-making know-how meets combined design expertise in the MINI by PUMA shoe collection. Both the low-cut and the chukka sneakers are effortlessly stylish with their sleek wild leather look and slimline silhouettes. The sneakers come with either a striking chequer pattern or Union Jack lining. Appliqué logos on the heel, tongue and sole exemplify the love for detail shared by both brands. As an homage to the UK, bulldogs make an appearance on the inside of the tongue and on a metal rivet on the outside of the shoe.

The black **Buckminster Chukka** is an absolute must-have for women. The mid-high laced shoe comes with an understated Union Jack pattern on the upper, which can be turned down for an extra fashionable look. The feminine, light-weight **English Sneaker** is truly eye-catching with its chic broguing. The bright pink laces add a flash of colour to the white shoe.

For the style-conscious man, MINI by PUMA has created the minimalistic chukka sneaker **Alwyn Mid**. This versatile and trendy eight-hole model comes in black and dark green.



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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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If you have any questions, please contact:

BMW Corporate Communications

Karin Elvers, BMW Group Lifestyle and Design Communication
Phone: +49-89- 382-23742, Fax: +49-89- 382-20626

Susanne Giuliani, BMW Group Lifestyle and Design Communication
Phone: +49-89- 382-20961, Fax: +49-89- 382-20626

Media Website: www.press.bmwgroup.de

E-mail: presse@bmw.de