



Press release
November 2013

Dreams come true with MINI. Chilled-out gift shopping this Christmas.

Munich. The countdown has begun, and before we know it Christmas will be here. Each year, finding the perfect Christmas presents is at the top of everyone's agenda. The new MINI Lifestyle Collection contains loads of great ideas for gifts big and small to surprise friends and family. With creative gifts for every taste in one place at www.MINI-shop.com, stressful shopping can now be a ghost of Christmases past.

Ideas for Him.

The **MINI Folding Bike Lime** is sure to be the star under any Christmas tree. With its aluminium frame, 20-inch wheels and eight gears, this folding bike is fast and agile. With just a few hand movements, the whole thing can be collapsed and folded up. Special features include the air pump that is integrated into the seat post and the KLICKfix adapter for attaching accessories.

The **MINI Rooftop Cabin Trolley** is the perfect companion for any business trip or weekend away. This hard-case travel trolley with racing-stripe design is lightweight and offers the perfect amount of storage space for a few nights away. The case's four wheels sport the MINI wheel rim design.

The **MINI Chronograph Watch** (in silver or black) stands out from the crowd with its sporty design and diverse range of functions. The watch is waterproof up to 100 metres, and special features include a stopwatch function, tachymeter scale, date indicator and luminous hands.

Surprises for Her.

The **MINI Big Duffle Bag** is the perfect gift for travel and sports enthusiasts. This retro-style bag has hand straps and a detachable shoulder strap and is available in a choice of eleven striking colours, including gold.

Keeping ears warm in winter is easy in the **MINI Lapeer Hat**, as this faux fur-lined trapper's hat incorporates cosy ear flaps.

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The **MINI Sweat Hoodie** is a sporty hooded jacket with a pouch pocket at the front, perfect for cosy evenings at home. The pink lining and zip give the jacket an appealing splash of colour.

Gadgets for young and old.

Tangled cables are a thing of the past with the **MINI Zipper Earplugs**, as the intelligent zip design of these in-ear headphones prevents knotting. What's more, they deliver top sound quality and are available in either black or white.

The **MINI Liquid USB Mouse** will add a splash of novelty to any boring desktop. A miniature MINI Cooper swims around inside the mouse, which has a white casing with Black Jack print and a bright red cable.

The **MINI iPad Sleeve** (suitable for iPad 2 and 3) offers perfect protection for tablet computers. This zip-up case comes in two clean and stylish designs: chequered or bonnet stripes.

Gifts for the little ones.

The **MINI Baby Racer** comes in Chili Red or Hot Chocolate Brown and will get kids from 1½ to 3 years old on the move. Features include a number plate that children or parents can personalise, front and back lights in original MINI design, and bonnet stripes. The low-noise wheels should keep parents happy, too!

For kids aged 10 and over, the **MINI Snow Rocker** will guarantee speedy, happy sledding. The toboggan is kitted out in Union Jack design with racing stripes.

Man's best friend is now the kids' best playmate. The **MINI Bulldog Big** is made of plush and comes wearing a black scarf and collar.

The MINI Lifestyle Collection

The MINI brand offers an extensive portfolio of products in the areas of lifestyle accessories and clothing. Products range from fashion and accessories to toys, bags, luggage and even bicycles. The MINI Lifestyle Collection comprises over 200 products, all meeting MINI's very high standards in terms of quality, performance and design.



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MINI products interpret current trends while also incorporating the brand's own design tradition. Stylistic motifs such as the Union Jack, chequered flags and racing stripes evoke the brand's venerable history and its close ties to Great Britain. MINI has also devoted a special product range to the wonderful world of John Cooper Works.

The MINI Lifestyle Collection is available from selected MINI stores and online at www.MINI-shop.com.

The BMW Group

The BMW Group is the leading premium manufacturer of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 28 production and assembly facilities in 13 countries and has a global sales network in more than 140 countries.

In 2012, the BMW Group sold about 1.85 million cars and more than 117,000 motorcycles worldwide. The profit before tax for the financial year 2012 was euro 7.82 billion on revenues amounting to euro 76.85 billion. At 31 December 2012, the BMW Group had a workforce of 105,876 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.

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