

Press release
28 August 2017

Designed for life in the fast lane. **The John Cooper Works Lifestyle Collection 2017.**

Munich. MINI is unveiling the **John Cooper Works Lifestyle Collection 2017** for the first time at the IAA Cars 2017 in Frankfurt, Germany. The Collection offers a range of textiles, bags, clever everyday items and kids' gear that bring the inimitable spirit of the race-track, a motor sport mindset and the MINI sub-brand's distinctive design to daily life. The John Cooper Works Lifestyle Collection 2017 will be available at www.shop.mini.com and MINI dealers from the mid-September.

Whether you're heading off on a business trip or taking time out with friends, the bags (incl. sailor's bags) in the MINI John Cooper Works Collection make ideal travelling companions and guarantee you'll be stepping out in style on journeys long and short. The **JCW Pouch** (RRP €35), for example, is ideal for small items, its pair of practical zipped compartments keeping them safely stowed away. And the **JCW Duffle Bag** (RRP €120) is a go-to solution if more space is the order of the day – for a weekend break, for instance. Numerous extra compartments keep things neat and tidy and a carry strap in familiar John Cooper Works striped design provides the requisite comfort. Another highlight of the Collection for both quick dashes and longer spells away is the **JCW Sailor Bag** (RRP €180) in classical look. It comes with a separate zipped compartment and a divisible shoulder strap which allows the bag to be carried in a variety of ways. All the luggage items are made from robust, washed-cotton canvas, have a leather base and feature a selection of practical details. Clear, modern lines and judicious use of the John Cooper Works colour scheme – think matt black and accents in white and red – endow the items with sporting character. Variants in a classy green/black combination are also available.

As well as an ample selection of luggage items, the JCW Collection 2017 also offers an array of useful and stylish accessories. The **JCW Keyring** (RRP €19) in polished stainless steel keeps all the owners' keys – e.g. for their MINI, house and garage – in one place. And then there is the stylish **MINI Rollerball Pen** (RRP €12), which makes light work of note-writing. The classy, casino-quality **JCW Playing Cards** (RRP €49), meanwhile, are protected by a leather case and make for a convivial evening's entertainment. And the ace up a player's sleeve (or their credit card, come to that) will find a good home in the black **JCW Card Holder** (RRP €35) in real Nappa leather. The **JCW Multi Tool** (RRP €69) also makes a fine impression. This MINI branded Leatherman REV contains 13 tools in all, which means rapid assistance is at hand in every situation. An elegant leather case with high-quality embossed John Cooper Works and MINI logos is supplied with this multi-talented piece of equipment, further sharpening its distinctive John Cooper Works identity. Ready to quench its owner's

Company
Bayerische
Motoren Werke
Aktiengesellschaft

Postal address
BMW AG
80788 München

Phone
+49-89-382-50181

Internet
www.bmwgroup.com

Press release

Date 28 August 2017

Topic Designed for life in the fast lane. The John Cooper Works Lifestyle Collection 2017.

Page 2

thirst is the **JCW Water Bottle** (RRP €19) made from BPA-free plastic. It fits neatly into any MINI cupholder, can hold 0.7 litres of refreshment and is easy to fill and clean thanks to its super-sized screw-on top.

The new John Cooper Works Collection also offers customers items of clothing in a variety of colours and variants. For example, the red-and-white **JCW Logo T-Shirts** (RRP €29) for men and women sport a print of the iconic John Cooper Works logo and are a must-have for any John Cooper Works fan. Their relaxed cut and soft cotton fabric make them peerlessly comfortable things to wear. The sporty **JCW Logo Cap** (RRP €35) with patented Flexfit 110 goes rather well with the T-shirts and also makes a neat accessory for summer-time spins in a MINI Convertible. Speaking of which, no MINI roof should come down without a pair of **JCW Aviator Sunglasses** (RRP €130) securely in place. Constructed from biodegradable acetate, these stylish shades team scratch-resistant and anti-glare high-quality Zeiss lenses with tri-colour arms. Elsewhere in the Collection, the **JCW Stripes T-Shirts** (RRP €35) for men and women stir up an evocative soupçon of race feeling. And the **JCW Tachymeter Watch** (RRP €170), with its swappable straps, stainless steel casing and tachymeter bezel, makes journey times on the road seem like fast laps on the track.

Younger MINI fans can also look forward to something special in the JCW Collection 2017: the **JCW Go-Kart (RRP 195 €)**. Boasting big tyre treads, an adjustable seat, a sports steering wheel, a handbrake and a horn, it gives children aged three and older the chance to experience the brand's inimitable go-kart feeling at first hand. The Chili Red logo stripes, No. 1 spoiler and robust steel/aluminium chassis with black powder coating likewise help to reproduce the feeling of the race-track.

* All prices are RRP's for the German market.

In the event of enquiries please contact:
BMW Group Corporate Communications

Susanne Herrmann, Press Spokesperson MINI Design and Lifestyle
Telephone: +49-89-382-24716; E-mail: Susanne.Herrmann@bmwgroup.com

Cypselus von Frankenberg, Head of BMW Group Innovation and Design Communications
Telephone: +49-89-382-30641; Fax: +49-89-382-20626

The BMW Group

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and



Press release

Date 28 August 2017

Topic Designed for life in the fast lane. The John Cooper Works Lifestyle Collection 2017.

Page 3

mobility services. As a global company, the BMW Group operates 31 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2016, the BMW Group sold approximately 2.367 million cars and 145,000 motorcycles worldwide. The profit before tax was approximately €9.67 billion on revenues amounting to €94.16 billion. As of 31 December 2016, the BMW Group had a workforce of 124,729 employees.

The success of the BMW Group has always been based 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.

www.bmwgroup.com

Facebook: <http://www.facebook.com/BMWGroup>

Twitter: <http://twitter.com/BMWGroup>

YouTube: <http://www.youtube.com/BMWGroupview>

Google+: <http://googleplus.bmwgroup.com>