

Press release
16 July 2018

The new MINI Lifestyle Collection 2018–2020. Smart everyday items for unique MINI moments.

Munich. A clear use of form, unmistakable design and high-quality materials are the standout features of the new MINI Lifestyle Collection 2018–2020. The new Collection offers a wide range of products designed to ease, enrich and beautify everyday life in all its variety and embodies the essence of the MINI brand in its cars and beyond. The Collection includes more than 100 items, from clothing and bags to luggage, accessories, children’s gear and mobility items. The Collection is available from July at www.shop.mini.com and from MINI dealers.

Aesthetically pleasing range of high-quality products.

A striking pair of new exterior colours (“Island” and “Coral”) are the most prominent visual features headlining the MINI Lifestyle Collection 2018–2020. “Island” – a very modern shade of blue – reflects the exterior colour “Island Blue” available for the current MINI Countryman. Radiant “Coral” red is the perfect colour complement and adds a fresh accent. The base colours Black, White and Grey provide the perfect backdrop for the two accent colours.

The products in the Lifestyle Collection continue the new MINI Lifestyle aesthetic introduced in 2016 and impress with well thought-through details and a minimalist and expressive design very much in tune with the times. Added to which, they all possess that special MINI twist – a particular spark to their design or functionality. Contrasts in form, colour and material play a key role here. High-quality and authentic materials demonstrating responsible use of resources help shape the character of the Collection.

Casual and with style – the apparel in the new MINI Lifestyle Collection.

The new items of clothing for ladies, men and children display exceptional product quality, contemporary aesthetics and proven design. From everyday essentials to easy accessories, every item exudes personality – and, above all, the distinctive character of MINI. As well as sporting new colours, the popular “Logo T-Shirts” and sweatshirts in the MINI Lifestyle Collection 2018–2020 feature embroidered patches and are made using modern techniques such as jersey bonding to give the items a crisp aesthetic. Also new to the ladies’ and men’s ranges is the **MINI Logo Patch Polo** (RRP €45.00 each), which offers a contemporary slant on the classical polo shirt design. Another newcomer is the **MINI Logo Patch Sweatshirt** (RRP €79.00), a hoodie with a sharp design and MINI Logo Patch in a contrasting colour. MINI fans of a fresher-faced vintage will be pleased to discover the **MINI Logo Patch Sweatshirt Kids** (RRP €35.00), whose kangaroo pouch brings extra space for those fascinating bits and bobs one picks up on one’s daily travels. The modern aesthetic of the **MINI Logo Patch**

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Trucker Cap (RRP €35.00) adds a laid-back finishing touch to any look. All the items in the new MINI Lifestyle Collection are made from high-quality materials.

Making sure important stuff is stowed away safely – MINI bags and luggage.

With its wide selection of bags and cases, the MINI Lifestyle Collection 2018-2020 has the right solution for every luggage and travel-related situation. The individual pieces feature eye-catching MINI design and a wealth of practical details. Additional compartments in the bags and the intelligently designed inner sections of the cases keep things tidy, provide flexibility and – in customary MINI style – ensure a “clever use of space”. All in all, these products utilise the room available elegantly and extremely effectively. Another characteristically MINI feature of this Collection and others is the use of contrasting colours in the Colour Block series. The exterior colours Island and Coral team up with the base colours Black, White and Grey to create an expressive colour concept.

New additions to the Colour Block series include the **MINI Colour Block laptop Sleeve** (RRP €35.00) and **MINI Round Colour Block Pouch** (RRP €19.00) – both made from water-repellent waxed canvas. The small, circular and above all hard-wearing pouch takes a slick approach to keeping smaller items close at hand at all times. The **MINI Tonal Colour Block Backpack** (RRP €45.00), meanwhile, offers more stowage space to help you through the adventures of everyday life. Somewhat smaller than conventional travel backpacks, it is suitable for all ages and body sizes, and is perfectly proportioned for use in the city and beyond.

Providing a visual counterpoint to the varied and vibrant shades of the Colour Block series are the products in the new Two-Tone series. Below the understated black exterior lies a surprisingly bold inner coating in the colour shade Island. Handles and straps in woven ribbon provide a modern and classy material accentuation. The **MINI Two-Tone Totepack** (RRP €65.00) references a vertical-format messenger bag in form and function and adds useful details such as two laptop compartments, carry straps that can be tucked away and a pair of additional grips. Purists are also well catered for, courtesy of the **MINI Two-Tone Laptop Bag** (RRP €49.00), complete with a padded laptop compartment, separate slots for documents and writing instruments, and a clever zipped outer pocket, which – as an option – allows the laptop compartment to be attached to the extendable handle of trolley cases. Speaking of which, trolley cases are also part of the Collection. The modern traveller can choose between the spacious **MINI Trolley** (RRP €195.00) and **MINI Cabin Trolley** (RRP €195.00), which come in subtle Grey or the latest Collection shades Coral and Island, display an embossed MINI logo and offer familiar stowage features inside. A new and intelligent highlight of the

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MINI Cabin Trolley is the rapid-access front opening, behind which reside an additional mesh pocket for liquids and a removable, padded laptop sleeve.

Accessories – creating the MINI feeling every day.

From practical helping hands to things of beauty which inspire and entertain, MINI offers customers a large selection of accessories. Some popular and proven products from the MINI Lifestyle Collection 2016-2018, such as umbrellas, Bluetooth speakers and travel mugs, are now also available in the new colour variants Coral and Island. And new arrivals include the **MINI Cloth-Bound Notebook** (RRP €15.00) and **MINI Fountain Pen** (RRP €29.00), which hark back to charm-filled says of jotting down ideas and thoughts by hand. The **MINI Tea-Maker** (RRP €25.00) is also making its debut. With its strainer and multifunctional saucer/lid, it has everything required for holding small, individual tea ceremonies at any time at home or in the office. The individual components are stacked inside one another to save space. The **MINI Colour Block Watches** (RRP €130.00 each) with Swiss Ronda mechanism, leather strap and new colour combinations, plus the **MINI Matt/Shine Panto Sunglasses** (RRP €130.00) and **MINI Matt/Shine Aviator Sunglasses** (RRP €130.00) with matt/gloss contrast for the recycled acetate frame round off the selection of accessories in the MINI Lifestyle Collection 2018-2020.

Kids' products and kids' mobility – a new adventure every day.

The children's products in the new MINI Lifestyle Collection not only offer the potential for adventures by the lorry load, they encourage youngsters to explore their own creativity and abilities. The **MINI Kubb Game** (RRP €49.00) instantly turns any green area into a pitch for the whole family. Two teams (of up to six people each) do battle, using batons to knock over the other team's kubbs (wooden blocks) and finally their king in the centre of the pitch. It's an entertaining game of skill enjoyed by young and old alike. When the weather takes a turn for the worse, the **MINI Movie Stage** (RRP €15.00) rains down creative inspiration. What from the outside looks like little more than a box, opens out into a full stage, complete with four different sets, a stack of colourful, prep-prepared props and a folding mobile phone stand for recording videos. Creative kids products including the **MINI Colouring Car Set** (RRP €15.00), **MINI Kids Craft Sets** (RRP €12.00 each) and **MINI Iron On Patch Set** (RRP €12.00) are offered once again as part of the MINI Lifestyle Collection 2016-2018.

With its authentic design and genuine rubber tyres, the new **MINI Pull Toy Car** (RRP €39.00) made from FSC-certified wood propels MINI driving fun into any kid's bedroom. It is topped only by the new **MINI Baby Racer** (RRP €99.00), which comes equipped with many design features of a full-size MINI Hatch. Added to which, it is fitted with low-noise rubber tyres and a soft, removable seat cushion, which can be



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washed. The TÜV seal of approval comes as standard. Skill and balance, meanwhile, are the name of the game when it comes to the new **MINI Skateboard** (RRP €125.00), developed and built in cooperation with iconic Australian brand Penny Skateboards. The exclusive plastic cruiser, featuring the signature MINI shade Chili Red and a Bonnet Stripe, is extremely robust and provides all sorts of fun on the road (without the need for a driving licence).

The MINI Lifestyle Collection 2018–2020 also contains a plentiful selection of miniature scale models. These faithfully detailed miniatures have moving parts which reflect the original models on which they are based. A new addition to the line-up is the current **MINI Countryman 1:18** (RRP €89.00) in Island Blue.

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The BMW Group

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In 2017, the BMW Group sold over 2,463,500 passenger vehicles and more than 164,000 motorcycles worldwide. The profit before tax in the financial year 2017 was € 10.655 billion on revenues amounting to € 98.678 billion. As of 31 December 2017, the BMW Group had a workforce of 129,932 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.

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