

Press release  
15 February 2019

## **Six decades of inspiration.**

MINI celebrates its milestone anniversary with the MINI 60 Years Lifestyle Collection.

**Munich.** It is the remarkable history, timelessly fascinating charm as well as products with unique and groundbreaking features that characterise the premium brand MINI. Even today, 60 years after introducing its very first model, the British car manufacturer continues to raise the bar in terms of driving fun, striking design and individuality. Across multiple generations the unrivaled go-cart feeling and space-optimizing interior continues to attract an ever-growing fanbase. In this, the year of its landmark anniversary, MINI reflects on six decades of inspiration and presents 50 design pieces in the characteristic style of the iconic brand.

## **Heritage meets zeitgeist – the textiles.**

Inspired by MINI's racing past, the MINI 60 Years Lifestyle Collection offers a brand new clothing range for women, men and children. The **MINI Stripe T-Shirt** features the iconic colour of British Green for women and Black for men. The T-Shirts' linear stripes, which are broken up by offset edges, are featured in the trend colour Coral (introduced in the MINI Lifestyle Collection 2018-2020) as well as a vibrant Lemon hue. With the stylised classic Minis featured on the **MINI Car Print T-Shirts** and a laurel wreath motif on the **MINI Vintage Logo T-Shirt** (also available for kids), the Collection offers authentic symbols of driving fun – be it on the road or race track.

## **Accessories – from perfectly cool to absolutely covetable.**

The **MINI Colour Block Ice Tea Jug** and the **MINI Colour Block Ice Tea Mugs** serve cool refreshments during the sultry summer season. The Jug as well as the Mugs are available in three colours: Black, Coral and Green. The **MINI Beach Tennis Set**, featuring bright coral balls, offers beachgoers of all ages fun in the sun. Passion across the generations: that's what MINI and football have in common and that is the feeling the **MINI Football** drives home in style.

## **60 years on the road – the luggage.**

The duffle bag in itself represents an absolute classic, even more so in form of the **MINI Striped Duffle Bag**. The contrasting pattern, which also makes an appearance on the **MINI Striped Shopper** and the trendy **MINI Striped Belt Bag**, highlights the bag's retro appeal. Trolleys and other accessories perfectly round off the travel pieces in the new Collection.

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## 60 years of play – the kids' products.

Optimising space has long been one of the most striking characteristics of the MINI brand. The **MINI Striped Toybox** provides the children's room with ample storage space for the little ones' favourite games. In addition, a true toy legend gets the MINI 60 Years treatment: the **MINI Striped Yo-Yo**. As with the Toy Box and many other accessories of the line, it features the recognisable stripes, in this case concentrically merging into a circle. One of the Collection's undisputed highlights is the **MINI Bulldog 2.0**. The cuddly canine is a trusty companion on big and small adventures. The **MINI Striped Baby Gift Set**, including five individually patterned pairs of socks and a striped hat, makes for a very special gift for new parents.

## BMW Group Corporate Communications

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## 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 mobility services. The BMW Group production network comprises 30 production and assembly facilities in 14 countries; the company has a global sales network in more than 140 countries.

In 2018, the BMW Group sold over 2,490,000 passenger vehicles and more than 165,000 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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