



# MINI CORPORATE COMMUNICATIONS

Media Information

16 January 2020

## **Gifts from the heart, selected by MINI.** The MINI Lifestyle Collection provides inspiration for Valentine's Day gifts.

**Munich.** Making your loved ones happy by giving carefully chosen presents is always in season. One especially popular occasion for gifts both large and small is Valentine's Day on 14 February. The current MINI Lifestyle Collection contains original alternatives to greetings cards, chocolates and flowers.

### **Classic styling, modern look and pure MINI feeling.**

High-quality materials, precise workmanship and expressive design are the hallmark features characterising the textiles of the current MINI Lifestyle Collection. With its classic fit and modern colour combination, the **MINI Colour Block Wordmark T-Shirt Men's** provides a stylish look for every occasion. Short sleeves, a round neckline and a straight hem make for a traditional cut. The grey T-shirt made of 100 per cent cotton in single jersey quality has the MINI lettering on the front set against a colour block in Coral and Black. The design of the **MINI Wordmark T-Shirt Women's** is casual and distinctive. Its colour is Coral and it is likewise made of 100 per cent cotton in single jersey quality. The MINI lettering on the front in the same colour adds a touch of individual flair.

The **MINI Logo Patch Sweatshirt Women's** is also available in vibrant Coral. The stylish hoody made of 100 per cent cotton combines pure MINI feeling with a high degree of wear comfort. The distinctive features of this classic-fit sweatshirt include a lined hood with drawcord, a waist pocket and the MINI logo against a black background.

### **Stylish and practical when out and about.**

The travel companions and accessories in the MINI Lifestyle Collection always ensure a stylish appearance. Also available in Coral, the **MINI Trolley** is a robust hard-shell suitcase with the MINI logo embossed on the front. With a volume of 76 litres, four wheels, an extendable handle and a waterproof zip with TSA lock, it ensures safe and convenient travel.

Firma  
Bayerische  
Motoren Werke  
Aktiengesellschaft

Postanschrift  
BMW AG  
80788 München

Telefon  
+49-89-382-50181

Internet  
[www.bmwgroup.com](http://www.bmwgroup.com)



Media information

Date 16 January 2020

Topic Gifts from the heart, selected by MINI. The MINI Lifestyle Collection provides inspiration for Valentine's Day gifts.

page 2

Inside, the MINI Trolley features practical compartments, fastening straps and a removable zip pocket.

The **MINI Cloth-bound Notebook**, also in Coral, is a perfect way to set down any ideas you pick up on your travels. 240 pages of FSC-certified paper are available on which to make handwritten notes – bound in high-quality cloth-covered bookbinding cardboard. A magnetic flap with embossed MINI logo serves as a fastener, while an elastic loop is provided for a pen.

#### **Real hits for little MINI fans.**

The **MINI Knitted Car** conveys MINI feeling with a cuddle factor. The knitted racer for the very youngest MINI fans is available in the body colours British Green, Island Blue and Chili Red. In the small format of 26 centimetres in length, 14 centimetres in width and 13 centimetres in height, it has the hallmark proportions of the MINI 3-door. A soft filling along with lovingly embroidered details such as headlamps, rear light units and license plates ensure sensitive driving pleasure.

The **MINI Cooper S Pull Back** likewise follows the racing line in the kids' bedroom. Available in the colours Chili Red, Electric Blue and Volcanic Orange, these 1:36 scale miniatures have a robust plastic body and a pull-back motor.

In case of queries, please contact:

#### **BMW Group Press and PR**

Sarah Bauer, Communication MINI Lifestyle Collection  
Telephone: +49-89-382-94180; E-mail: [sarah.bauer@mini.com](mailto:sarah.bauer@mini.com)

Sylvia Heydt, Communication MINI Lifestyle  
Telephone: +49-89-382-23522; E-mail: [sylvia.heydt@bmwgroup.com](mailto:sylvia.heydt@bmwgroup.com)

Andreas Lampka, Head of Communication MINI  
Tel.: +49-89-382-23662; E-mail: [andreas.lampka@mini.com](mailto:andreas.lampka@mini.com)



## Media information

Date 16 January 2020

Topic Gifts from the heart, selected by MINI. The MINI Lifestyle Collection provides inspiration for Valentine's Day gifts.

page 3

### **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 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

In 2019, the BMW Group sold over 2,520,000 passenger vehicles and more than 175,000 motorcycles worldwide. The profit before tax in the financial year 2018 was € 9.815 billion on revenues amounting to € 97.480 billion. As of 31 December 2018, the BMW Group had a workforce of 134,682 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](http://www.bmwgroup.com)

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

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

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

Instagram: <https://www.instagram.com/bmwgroup>

LinkedIn: <https://www.linkedin.com/company/bmwgroup/>