

Press and Corporate Affairs

Press Release
25 August 2017

Exit the Ordinary with MINI on Tour. The Iconic MINI comes to your City.

MINI brings its legendary go-kart feeling across 18 cities in India.

Gurugram. MINI India has introduced MINI on Tour – an exclusive platform to provide the legendary MINI go-kart experience across 18 cities in India. The MINI on Tour will commence in Jaipur and travel to Ludhiana, Chandigarh, Dehradun, Agra, Lucknow, Kolkata, Indore, Ahmedabad, Pune, Goa, Mangalore, Mysore, Kochi, Coimbatore, Salem, Vijayawada and Bhubaneswar from August to December 2017. MINI on Tour will commence in Jaipur from 24-25 August at Jaipur club at Jacob road, Civil Lines and from 26-27 August at Gaurav Tower, Jaipur.

MINI on Tour is a state-of-the art mobile showroom featuring the brand flagship, the new MINI Clubman on display and offers exclusive chance to experience and test drive the entire MINI range of cars available in India which includes the MINI 3-door, MINI 5-door, MINI Convertible, and the MINI Clubman. MINI on Tour will be stationed for four days across two prime locations in each city.

Mr. Vikram Pawah, President, BMW Group India said, “MINI has established itself as a unique brand with its iconic design, legendary ‘Go-Kart’ feeling combined with cutting edge technology and uncompromising premium quality. We want to continue the MINI success story in India and are delighted to introduce ‘MINI on Tour’. With MINI on Tour we invite you to exit your daily life and add excitement, spontaneity and the extra to the ordinary with the iconic MINI. Discover the MINI range of cars up close and personal and find the MINI best suited for you.”

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MINI Sales experts will be available to provide professional advice on specifications, technology and features of the cars and help customers find MINI to match their lifestyle. Customers can also book their favourite MINI on the spot.

MINI has established five authorized dealership in India – Bird Automotive (Delhi NCR), Infinity Cars (Mumbai), Navnit Motors (Bangalore), KUN Exclusive (Chennai) and KUN

Media Information

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Exclusive (Hyderabad). Customers can service their MINI at BMW authorised service centres across 23 Cities.

If you have any queries, please contact:

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