



Press release
16 April 2015

“THE MINI” – the world’s first MINI designed surfboard. A collaboration with the legendary board builder Channel Islands Surfboards.

Munich/Santa Barbara. Two uncommon brands, one common mindset. One specializes in eating up the ground, the other in slicing through water, but MINI and Californian surfboard manufacturer Channel Islands share an enthusiasm for an unconventional, individual lifestyle. The result of this passion has been a joint mission to design a board that will take the inimitable driving feeling of MINI to the waves. The product took shape at the Channel Islands factory in Santa Barbara. The development and design team includes Christopher Weil, Head of Exterior Design at MINI, and pro surfer Kalani Robb. “For a long time I’d been wanting to create a board that would give me as much fun on the water as my MINI does on the road,” explains Robb. “To create this feeling of agility and speed, we’ve developed a board with a little extra tail volume. The board’s wider outline and low rocker really make it fly.”

Short, nimble and extremely sporty, “THE MINI” – the world’s first MINI designed surfboard – is ideal for riding the summer waves off France, Spain, Portugal, and anywhere you surf travels take you.

However, it’s not just how the surfboard performs that is MINI all over: its design can also be customised in hallmark MINI style. Whether you fancy Chili Red or black rally stripes, almost any colour scheme can be brought to life with a word in the ear of the Channel Islands team. And you can settle on the ideal board size, too, with the help of the user-friendly [Channel Islands Board Selector](#).

“THE MINI” will be available from selected outlets and the [Channel Islands online shop](#) from June 2015, with prices starting at €750.

About Channel Islands

Since 1969, Channel Islands Surfboards has been dedicated to performance and quality through hard work, innovation, and originality. Over the last 45 years, Channel Islands has grown from a local grass-roots operation to a cutting edge organization, catering to the best surfers in the world. “The driving force behind Channel Islands Surfboards is the demand on design created by the world’s greatest surfers, allowing for the highest performance

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surfing possible. To provide the most dedicated surfers with the most advanced, performance designs is my passion" - Al Merrick, Designer/Shaper

About Kalani Robb.

He loves the ocean, the waves, and the speed of surfing: Kalani Robb is a surfing legend. The Hawaiian-born pro was already a multiple title-winner in his early years on the scene, becoming US Open Champion and making the top five of the ASP World Rankings in the process. Robb has also shown off his surfing and acting skills in Hollywood movies and surfing films, including Forgetting Sarah Marshall and Blue Crush. The passionate MINI driver lives in San Clemente, California and is using his experience to play an active role in the creation of the new MINI surfboard.

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The BMW Group

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 30 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2014, the BMW Group sold approximately 2.118 million cars and 123,000 motorcycles worldwide. The profit before tax for the financial year 2014 was € 8.71 billion on revenues amounting to approximately € 80.40 billion. As of 31 December 2014, the BMW Group had a workforce of 116,324 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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