

Press release
January 2012

MINI design icons.

Over the years, the styling of MINI cars has produced a host of design icons which have become synonymous with the brand as a whole and, in some cases, signature features of individual models. Collectively, these iconic elements have helped shape the identity of the brand and its cars.

Front end.

Dominated by the elliptical headlights set into its bonnet, the face of the MINI is extremely distinctive. The contemporary interpretation of the classic hexagonal radiator grille plays its part in defining the car's eye-catching appearance. Other distinguishing features of the car's face include a pair of "beauty spots" in the form of circular foglamps.



Wedge shape.

A shoulderline rising from front to rear and windows tapering towards the rear produce the hallmark MINI dynamic wedge shape.



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Press release

Date January 2012

Subject MINI design icons.

Page 2

Roof resting on top.

The design of the greenhouse – the glazed section of the passenger compartment – creates the impression of a band of glass wrapped around the car. The high-gloss black A, B and C-pillars are integrated into the glass surfaces. The contrast between the colour of the greenhouse and roof creates the impression of a “floating” roof resting on top of the greenhouse.



Side scuttle.

This design cue can trace its roots back to the very beginning; it follows the line of the welding seam sloping down the front side panel of the classic Mini.



Chromed door handles.

The chromed door handles of the classic Mini have since been revisited repeatedly, ensuring iconic status. Like a handshake, opening the door of a MINI represents the initial physical introduction between the car and its driver.



Press release

Date January 2012

Subject MINI design icons.

Page 3

Vertically stacked rear lights.

The unmistakable, vertically stacked rear lights represent another nostalgic nod to the classic Mini. They are bordered by an elegant chrome surround sealed against the body without any direct connection to joins and seams.



Stance on the wheels.

The go-kart handling for which MINI is famed is the product of having its wheels mounted at each corner of the car – similarly to a go-kart. The mass-increasing “cascading” effect of the body as it heads down towards the wheels gives the car its essential roadholding.



Circular elements.

The interior of the car also references the classic Mini to create its air of authenticity. The clear structure of the controls is a typically MINI feature. Elliptical forms transplanting the style of the circular exterior elements inside the car add further distinctive touches.



Press release

Date January 2012

Subject MINI design icons.

Page 4

Toggle switches.

Controls like the distinctive toggle switches add an extra flourish to the centre stack and even the roof liner.



Jewellery icons.

An array of chrome highlights and beautifully worked details are integrated like gems into the design of the car.



MINI

Presse- und Öffentlichkeitsarbeit



Press release
Date January 2012
Subject MINI design icons.
Page 5

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The BMW Group

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