

Press release  
March 2014

## **MINI on the case: Luggage for the cosmopolitan traveller.**

**The Lifestyle Collection combines the optimal use of space with forward style.**

**Munich.** Mobility plays a vital role in today's world, whether for business or pleasure. Nothing is more important while being on the move than luggage you can rely on. The MINI Lifestyle Collection bags and cases are a perfect symbiosis of comfort, functionality and modern design. The collection features a wide variety of colours, shapes and sizes, ranging from compact shoppers to spacious trolleys, and is characterised by the same dynamic use of space found in MINI cars.

### **MINI by PUMA.**

The sporty and urban MINI by PUMA bag collection is made with durable ripstop fabric. All models have expandable capacities, making them perfectly equipped for the changing demands of day-to-day mobility. The bags feature MINI seatbelt-design shoulder straps and eye-catching orange zips.



The **MINI by PUMA Weekender Bag** is the perfect size for a long weekend and the main compartment can be expanded using snap fasteners on the side. The bag also has a handy separate zip compartment and a reinforced base with sturdy metal studs. The **MINI by PUMA Work Bag** is just what you need to stay organised and prepared throughout the working day; thanks to its many compartments, your documents are ready to hand. Its two front pockets and

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padded laptop compartment ensure you always know where to find what you're looking for.

The confidently stylish **MINI by PUMA Large Holdall Bag** is the ideal companion for both work and play. The wrap-around zip can be used to expand the bag when additional space is required. The bag includes a laptop compartment and can be easily carried over the shoulder or by hand.

The **MINI by PUMA Shoulder Bag** is comfortable, practical and stylish, with shiny metal buckles and a reinforced base. The bag features a special laptop compartment and its capacity can be expanded using a zip.

The collection is rounded off by the sleek **MINI by PUMA Wallet** with its many compartments helping to keep cards, notes and coins in order.

## Colours by MINI.

MINI is launching a brightly coloured luggage series perfect for spring and summer.



Whether you're off to yoga class or taking a weekend trip, the **MINI Big Duffel Bag** is practical, stylish and makes a statement. The glossy lacquered-effect bags are available in over ten colours, from orange, green and blue to silver and gold, and all prominently feature the striking MINI logo.



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The more compact and understated **MINI Fashion Bag** has the logo more subtly printed in the corner and, like the larger model, comes with a detachable shoulder strap. This model is available in the colours berry, black and white. Lightweight with a robust shell, the **MINI Rooftop Cabin Trolley** is built to impress. This attractive hard shell case with racing stripes can be used as cabin luggage and is easy to manoeuvre with its two carry handles and four castors, which feature the MINI wheel design. It also comes with a mesh divider, protective transport cover, TSA lock and name tag. Available in black, grey and white, this wheeled case is also available in chili red and lightning blue. The collection includes two other takes on the wheeled case, with the larger **MINI Rooftop Trolley** model and the smaller **MINI Rooftop Pilot Trolley**.

The bags and wheeled cases are available now from selected MINI stores and online at [www.MINI-shop.de](http://www.MINI-shop.de). Printable images can be found on the BMW Group Press Club page at [www.press.bmwgroup.com](http://www.press.bmwgroup.com).

### **The MINI Lifestyle Collection**

The MINI brand offers an extensive portfolio of products in the areas of lifestyle accessories and clothing. Products range from fashion and accessories to toys, bags, luggage and even bicycles. The MINI Lifestyle Collection comprises over 200 products, all meeting MINI's very high standards in terms of quality, performance and design.

MINI products interpret current trends while also incorporating the brand's own design tradition. Stylistic motifs such as the Union Jack, chequered flags and racing stripes evoke the brand's venerable history and its close ties to Great Britain. MINI has also devoted a special product range to the wonderful world of John Cooper Works.

The MINI Lifestyle Collection is available from selected MINI stores and online at [www.MINI-shop.de](http://www.MINI-shop.de)

### **The BMW Group**

The BMW Group is the leading premium manufacturer of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 28 production and assembly facilities in 13 countries and has a global sales network in more than 140 countries.

In 2013, the BMW Group sold around 1.963 million cars and 115,215 motorcycles worldwide. The profit before tax for the financial year 2012 was euro 7.82 billion on revenues amounting to euro 76.85 billion. At 31 December 2012, the BMW Group had a workforce of 105,876 employees.

The success of the BMW Group has always been built 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.

# MINI

## Corporate Communications



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