



Press release
October 2012

Christmas Inspiration from MINI. **Presents for everyone – whether they're to fold up, listen to or keep warm.**

Munich. Christmas is drawing closer and with it the hunt for those perfect presents. MINI offers inspiration for any wish-list and has original ideas for every age, taste and budget. Gifts are available through the MINI Online Shop and selected MINI dealerships.

Creative ideas for him.

The **MINI Folding Bike Lime** is a great all-rounder, boasting an ideal mix of style, design and innovation. Thanks to its aluminium frame, eight gears and 20-inch wheels, this lime punch-coloured folding bike is light, quick and versatile. The hinges on the top tube and the head tube mean it can be folded away in seconds. Another special feature is the air pump integrated into the saddle.

The new **MINI by PUMA Weekender Bag** is the perfect item of luggage for the Christmas holidays. Thanks to special wrap-around zips, the bag can be expanded for extra storage. Colourful details in lime punch and a carrying strap made to look like a MINI seatbelt complete the fashionable yet understated look.

The **MINI Wireless Computer Mouse** in the shape of the MINI wing mirror has a black Union Jack design to add some British flair to your desk. The USB mouse fits perfectly in your hand and glides easily over any surface.

Those who want to rock out in style during the holidays will love our **Glam Jack Tie**. This cool black tie features a subtle British flag print and a bright inner lining.

A great way to recover from the holiday season is to lie back on the **Music Box Cushion** and the **Speaker Box Cushion**. With their black-and-white hi-fi stereo system and speaker design they are sure to bring comfort and musical flair to your apartment.

Company
Bayerische
Motoren Werke
Aktiengesellschaft

Postal Address
BMW AG
80788 München

Telephone
+49-89-382-23742

Internet
www.bmwgroup.com



Press release

Date July 2012

Subject Christmas Inspiration from MINI.

Page 2

Special surprises for her.

The **MINI Big Duffle Bag** is a versatile, eye-catching bag suited to a variety of uses, whether that's going to yoga, a trip to the gym or a weekend away. The retro-look bag features a large MINI logo and boasts clever features like a reinforced bottom, detachable shoulder straps and comfortable hand straps.

The **MINI Rooftop Cabin Trolley** is a chic companion for any business or leisure trip. The hard-shell cabin-friendly suitcase has racing stripes and rollers with a MINI wheel rim design and is available in a variety of colours to suit all tastes.

Walk through the mud and snow with confidence with MINI's robust **Unisex Festival Boots**. Guaranteeing envious looks as well as dry feet, the boots feature a printed loudspeaker design on the outside, as well as a lime-punch Union Jack lining.

The **Unisex Sound Lapeer Hat** is designed keep you cosy during the coldest months of the year. The trendy hat has fold-down ear flaps and features the "Sound since 1959" slogan.

The **Unisex Glam Jack Scarf** lends a touch of individuality to every outfit. The scarf is patterned with a contemporary take on the British flag and adds a touch of colour to grey winter days with hints of lime punch.

The **MINI Club Bag** adds British chic to any clubbing outfit. The silver Union Jack appliqué on the front catches the eye and, thanks to the detachable handle, it can be quickly transformed into a stylish clutch bag.



Press release

Date July 2012

Subject Christmas Inspiration from MINI.

Page 3

Christmas joy for the little ones.

The **Baby Racer** in chilli red or hot chocolate provides young driving enthusiasts aged 18 months to 3 years old with hours of fun at the wheel. With plenty of details, from front and backlights in the original MINI style to stripes on the bonnet, children are sure to love it. And parents will too, thanks to the plastic wheels, designed to create as little noise as possible.

Three to five-year-olds can go for a drive around the Christmas tree in the **MINI Cooper S Cabrio Red, Electro Car**. With lights, a gear stick and a top speed of 5 km/h this battery-powered electric car in the original MINI style will be the talk of any playground.

Youngsters aged 10 and above are sure to be hot competitors in any sledging race in the **MINI Snow Rocker**. The agile bob with its colourful Union Jack design is able to reach high speeds, making it the king of the slopes and a hit with adults too.

The super-soft **Be MINI Baby Set** including playsuit and bib is a great Christmas Day outfit for little ones aged six to twelve months. And with **Be MINI Baby Socks** with slip-proof soles, their feet will be nice and warm too.

The **GO MINI RC Wolf** with its friendly face, sounds and steering wheel control is a surefire winner with the kids. The flashing lights make the remote control car a top playtime companion, and the handbrake and steering functions make it possible to perform some incredible stunts.

The BMW Group

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI, Husqvarna Motorcycles and Rolls-Royce brands. As a global company, the BMW Group operates 29 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2011, the BMW Group sold about 1.67 million cars and more than 113,000 motorcycles worldwide. The profit before tax for the financial year 2011 was euro 7.38 billion on revenues amounting to euro 68.82 billion. At 31 December 2011, the BMW Group had a workforce of approximately 100,000 employees.



Press release

Date July 2012

Subject Christmas Inspiration from MINI.

Page 4

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. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last seven years.

www.bmwgroup.com

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

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

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

If you have any questions, please contact:

BMW Corporate Communications

Karin Elvers, BMW Group Lifestyle and Design Communication

Phone: +49-89- 382-23742, Fax: +49-89- 3822-0626

Ralph Huber, Head of Product Communication BMW Automobiles

Phone: +49-89- 382-68778, Fax: +49-89- 382-20626

Media Website: www.press.bmwgroup.de

E-mail: presse@bmw.de