

Press release

16 February 2018

## **Inspirational ideas for little explorers.** **The kids products from the MINI Lifestyle Collection.**

**Munich.** Easter is just around the corner – that time when explorers large and small get a chance to search for hidden treasures. MINI, of course, provides a source of adventure, inspiration and creativity all year round. Indeed, the stimulating and intelligently designed kids products from the MINI Lifestyle Collection turn every day into a special experience, home or away.

### **Perfect for encouraging creativity and a sense of curiosity.**

Every new day brings new adventures. For example, the **MINI Kids Craft Set Animals** and **MINI Kids Craft Set Automotive** (RRP €12.00 each) help to bring out the inventive side in youngsters by letting them turn household packaging, such as cardboard rolls or shoe boxes, into a world of toys all of their own in just a few steps. In so doing, the craft sets provide a fun way of nurturing creativity, as well as encouraging children to make responsible use of resources. For those who enjoy colouring the things they make, the **MINI Colouring Car Set** (RRP €15.00) comes with FSC-certified sheets of paper and high-quality “Stabilo Woody 3 in 1” colouring pencils for designing and assembling a personalised MINI.

The **MINI Knitted Car** (RRP €35.00) in knitted cotton with a soft filling, makes an ever-present cuddly companion for young explorers. The **MINI Iron-On Patch Set** (RRP €12.00), comprising five different animal designs made from a variety of materials, is great for giving any T-shirt that personal touch. And they are also ideal for simply patching a pair of trousers. The **MINI Cooper S Pull Back 1:36** miniature models are all ready for a day of racing with their nippy pullback motors and come in three sporty colours (RRP €6.90). For youngsters over the age of three who would prefer to take the wheel themselves, the **MINI John Cooper Works Go-Kart** (RRP €195.00) not only offers MINI’s signature go-kart feeling, it also creates genuine racing flair with its John Cooper Works red and black colour scheme. Finally, the wonderfully soft **MINI World Cushion** (RRP €25.00) is perfect for unwinding at the end of an action-packed day.

### **Gift ideas for the youngest MINI fans.**

The **MINI Baby Gift Set** (RRP €35.00) includes a cosy playsuit and matching hat for genuine MINI feeling from a very early age. The Lemon and Aqua colours create a striking contrast with the fresh white and are sure to attract almost as much attention as the wearer. The **MINI T-Shirt Kids Dip-Dye** (RRP €25.00) is every bit as colourful, making it a real eye-catcher and a must for fledgling trendsetters. The graduated Lemon or Aqua colouring with printed MINI wordmark produce a great look.

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Children over the age of three or 90 cm in height can now explore the world under their own power on the **MINI Balance Bike** (RRP €98.00). This cleverly designed running bike with low step-through frame, footboard, adjustable saddle and adjustable handlebars with safety grips allows comfortable and safe riding. The robust steel frame in Aqua, the black handlebars with MINI Signet pattern, the white MINI Wing Logo on the handlebar crash pad and the white rims give added emphasis to the unique MINI design.

For even younger adventurers, the **MINI Tricycle** (RRP €75.00) is ideal for short excursions. Designed for children over 18 months or 80 cm in height, it features low-noise wheels with white rims, an ergonomically moulded seat and handlebars with safety grips. All of which makes the three-wheeler a safe and stylish toy for riding indoors and out.

## **The MINI Lifestyle Collection**

The MINI brand offers an extensive portfolio of lifestyle accessories and clothing products. These range from garments and personal accessories, to products for children, bags and luggage, and even bicycles. The MINI Collection comprises over 50 products. Featuring clear and timeless design, unmistakable styling and top-quality materials, the collection conveys the design expertise of MINI and the brand's new sense of identity – both inside its cars and beyond.

The MINI Collection is available online at [www.shop.mini.com](http://www.shop.mini.com) and from selected MINI dealers.

\*The prices given are RRP's and may vary between markets and outlets.

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## **The BMW Group**

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises 31 production and assembly facilities in 14 countries; the company has a global sales network in more than 140 countries.

In 2017, the BMW Group sold over 2,463,500 passenger vehicles and more than 164,000 motorcycles worldwide. The profit before tax in the financial year 2016 was approximately € 9.67 billion on revenues amounting to € 94.16 billion. As of 31 December 2016, the BMW Group had a workforce of 124,729 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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