



MINI CORPORATE COMMUNICATIONS

Media information

7 May 2020

Happy Mother's Day – with great ideas from MINI.

The current MINI Lifestyle Collection
contains numerous inspiring gifts.

Munich. There are many opportunities to express thanks to your mother, but virtually all over the world the second Sunday in May is regarded as the perfect occasion. The MINI Lifestyle Collection offers lots of ideas for special Mother's Day gifts. As an alternative – or in addition – to flowers and chocolates, fashionable garments, practical items for day-to-day use and stylish accessories designed in the distinctive style of the MINI brand are an ideal way of expressing well-deserved appreciation on Mother's Day.

Colourful and stylish – garments from the MINI Lifestyle Collection.

Guaranteeing a fashionable start to the upcoming summer season, the **MINI Wordmark T-Shirt Women's** is available in vivid Coral or in classic Black and White. A great gift for mothers who prefer a stylish retro look can be found in the MINI 60 Years Lifestyle Collection, including the **MINI Car Print T-Shirt Women's**, the **MINI Stripe T-Shirt Women's** and the **MINI Vintage Logo T-Shirt Women's**. Whether for leisurely hours at home or trips to the countryside: the **MINI Logo Patch Sweatshirt Women's** available in Coral and Island is a true all-rounder and offers superb comfort.

Since there is always the chance of a brisk wind blowing even in the warmer seasons, the classically styled **MINI Two-Tone Parka Women's** is the perfect outfit for walks – whether on the beach or in the forest. Meanwhile the **MINI Foldable Umbrellas** from the MINI Lifestyle Collection offer cheerfully coloured rain protection.

For spontaneous ideas – MINI Notebooks and MINI Fountain Pen.

High-quality writing utensils are available in hallmark brand design, whether for work at the desk or private notes. A perfect option for jotting down spontaneous ideas is the **MINI Striped Notebook** from the MINI 60 Years Lifestyle Collection or the **MINI Cloth-Bound Notebook**, available

Firma
Bayerische
Motoren Werke
Aktiengesellschaft

Postanschrift
BMW AG
80788 München

Telefon
+49-89-382-94180

Internet
www.bmwgroup.com



Media information

Date 7 May 2020

Subject Happy Mother's Day – with great ideas from MINI.

Page 2

in Coral, Island and Grey. Meanwhile an excellent way to capture your thoughts in style is to use the **MINI Fountain Pen** with a two-colour aluminium barrel. This classic writing utensil is also well-suited for composing hand-written Mother's Day greetings.

In case of queries, please contact:

BMW Group Corporate Communications

Sarah Bauer, MINI Lifestyle Collection Communication

Tel.: +49-89-382-94180; E-mail: sarah.bauer@mini.com

Andreas Lampka, Head of Communication MINI

Tel.: +49-89-382-23662; E-mail: andreas.lampka@mini.com

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 15 countries; the company has a global sales network in more than 140 countries.

In 2019, the BMW Group sold over 2.5 million automobiles and more than 175.000 motorcycles worldwide. The profit before tax in the financial year 2019 was € 7.118 billion on revenues amounting to € 104.210 billion. As of 31 December 2019, the BMW Group had a workforce of 126,016 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.

www.bmwgroup.com

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

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

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

Instagram: <https://www.instagram.com/bmwgroup>

LinkedIn: <https://www.linkedin.com/company/bmwgroup/>