

Media information

Date 18 February 2022

Topic Fresh design, sustainable quality: the MINI Lifestyle Collection 2022.

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A striking design comprising geometric shapes and parallel lines in the colours Black, White and Chili Red, the Energetic Yellow typical of MINI Electric and the new Brass variant likewise echoes the expressive exterior and interior design of the edition vehicles.

The MINI Lifestyle Collection 2022 benefits from high quality materials and workmanship guaranteeing lasting enjoyment of the products. In addition, the textiles produced in Portugal of organic cotton and the accessories made of high-quality recycled and natural materials underline the sustainable character of the range. Polyester made of 100 per cent recycled PET is used for the Urban series of bags and umbrellas and biodegradable acetate in the production of the hand-made sunglasses. For the first time, leather scraps recovered from the production of the seats are also used to create charm pendants that are both stylish and sustainable.



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Organic cotton and fresh style: the new textiles.

The fashion highlights include T-shirts, polo shirts and hoodies made of organic cotton in the fresh style of the MINI Lifestyle Collection 2022. The **MINI Graphic Wordmark Women's T-Shirt** combines a comfortable fit with a crew neck and soft organic cotton in single jersey quality featuring Sage as the basic colour combined with striking design elements on the front. The same colour is used for the new **MINI Striped Binding Zip Women's Hoodie** with the addition of a striped pattern for the hood edging and a white MINI Wing logo. A high-quality zip and soft organic cotton with diagonal fleece structure ensure a high level of comfort. The new Sage colour also characterises the look of the new **MINI Striped Collar Men's Polo** made of organic cotton piqué. A subtle striped pattern on the classic polo collar, a black button placket and the MINI Wing logo in white add stylish accentuations.



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Favourites in authentic MINI design: new products for kids.

Organic cotton in a particularly soft single jersey quality, a zip fastener and large front pockets make the new **MINI Wordmark Circle Zip Kids Hoodie** an instant favourite with the little ones.

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Available in a range of sizes and two colours, the back of the hoodie features printed MINI lettering against a circular background. The **MINI Graphic Bibs Gift Set** for the very youngest MINI fans includes three bibs made of organic cotton in different colours and each with its own individual design: lovingly created bulldog and vehicle motifs along with the new graphic patterns add a fashionable -and helpful - highlight to every meal.



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Stay one step ahead of the rest with the latest member of the MINI mobility family – the trendy **MINI Scooter**. It is the ideal companion for the little ones on their way to school or on other adventures where MINI fans of all ages want to get about quickly and safely. The scooter combines maximum comfort and flexibility with an extremely robust. It folds to a compact size for storage or transport in the MINI luggage compartment. The larger front wheel optimises riding response, while the profile footbrake acting on the rear wheel ensures you always have your speed under control. The frame in classic Chili Red with the white MINI Wing logo on the front gives this scooter its distinctive MINI look.

Sustainable companions for out and about: the new bags.

The new Sage coloured bags feature recycled PET as its basic material. Using sustainable materials, the products feature high-quality workmanship and stylish details. The new range includes the **MINI Two Tone Belt Bag** for secure storage of valuables, the **MINI Two Tone Laptop Bag** for stylish transport of laptops and notebooks and the **MINI**



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Two Tone Traveller Bag for hand luggage when travelling. An eye-catching feature of all the bags are the metal attachments on the shoulder straps and handles in the contrasting colour Brass. The striking accentuations feature the same colour tone as used for the design elements on the exterior of the new Resolute Edition of the MINI 3 door, the MINI 5 door and the MINI Convertible.



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The **MINI Graphic Duffle Bag** from the MINI Lifestyle Collection 2022 is a classic with a new look. Its water-repellent exterior is made of waxed cotton canvas. The basic colour Sage and the new graphic pattern in contrasting colours guarantee a distinctive look. A detachable shoulder strap, exterior and interior compartments, a two-way zip fastener and a snap hook for keys inside ensure versatility as well as functionality.

Design and materials with a unique character: the new accessories.

The range of stylish and practical accessories has also been renewed and expanded. The new **MINI Charms** reflect the brand's focus on premium quality as well as on sustainability. They are available in two design variants and give each item of luggage an individual touch. Made from the leather left over from the production of the seats, the charm pendants feature either the popular bulldog or the silhouette of a MINI 3 door. Their metal clip is in the colour Brass. The new **MINI Graphic Triangle Notebook** is innovative in terms of both its form and material. With its unconventional triangular shape, the notebook bears the new graphic pattern of the MINI Lifestyle Collection 2022 on its cover. Inside, handwritten notes can be made on sustainably produced stone paper.



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The new **MINI Graphic Travel Mug** is a practical companion for MINI fans. The drinking vessel made of double-walled stainless steel comes in a new design with the basic colour Sage and MINI lettering against a white background. Its vacuum insulation and screw lid with "press-to-drink" button keep your favourite drink cold or hot for an extended period of time.



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All products of the MINI Lifestyle Collection 2022 will be available at selected MINI dealerships from April 2022.



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

In 2021, the BMW Group sold over 2.5 million automobiles and more than 194.000 motorcycles worldwide. The profit before tax in the financial year 2020 was € 5,222 billion on revenues amounting to € 98,990 billion. As of 31 December 2020, the BMW Group had a workforce of 120,726 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently places sustainability and resource conservation at the centre of its orientation, from the supply chain to production to the end of the use phase of all products.

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