



MINI CORPORATE COMMUNICATIONS

Media Information

01 April 2024

Authentic and stylish: The new MINI Lifestyle Collection 2024.



The design of the new lifestyle products is based on details of the new MINI Cooper. The diverse selection ranges from fashion to luggage and accessories.

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Munich. Commitment to a brand can be expressed in a variety of ways. MINI fans and customers can also underline this outside of their own vehicle in everyday life: with the MINI Lifestyle Collection 2024, they are always and everywhere connected with their favourite brand. The collection combines brand-typical style and functionality. Graphic details of the MINI Cooper design characterise the new MINI lifestyle products. A high proportion of reclaimed materials characterises

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Media Information

Date 01 April 2024

Topic Authentic and stylish: The new MINI Lifestyle Collection 2024

Page 2

the responsible production of the new product line. For example, production waste is collected and reclaimed in the same way as nylon and PET.

New textiles for the MINI Lifestyle Collection 2024.

The main motifs of the new collection are based on the front of the new MINI Cooper. One of the many highlights is the **MINI Car Face Detail T-shirt** with a stylised graphic of the typical MINI round headlight. If you like it particularly comfortable, slip into the **MINI Outline Print Hoodie**. The outline of the new MINI Cooper headlights and radiator grille playfully stretches across the front and back of the hoodie.



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The colour concept for the MINI Lifestyle Collection 2024 is based on the contrasting colour scheme of the new MINI family. For example, the new **MINI Caps** combine the bright shade of Rebel Red with the new Vibrant Silver through colour blocking.



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All garments are made from a mix of organic and recycled cotton or are made from 100% organic cotton. The entire fashion collection is produced in Portugal.

Long-lasting companions for everyday life and travelling.

Whether for an extended weekend trip or shopping around the corner, every piece of luggage in the MINI Lifestyle Collection 2024 impresses with carefully thought-out details.



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The timeless **MINI Duffel Bag** is available for all those who prefer a classic look. The travel companion is made of durable, water-repellent, recycled PET and offers plenty of space in the spacious inner compartment. A two-way zipper makes packing easy. On the go, the travel bag with removable shoulder straps can be carried either by hand or over the shoulder.

When traveling, the **MINI Cabin Trolley** with the embossed MINI logo is a durable and handy companion. Thanks to the four quiet wheels, the lockable hard-shell case can be moved effortlessly and quietly when travelling. The large inner compartments are divided into several areas and allow you to organise your luggage. Like all the inner linings of the new MINI bags,



P90538649

Media Information

Date 01 April 2024

Topic Authentic and stylish: The new MINI Lifestyle Collection 2024

Page 3

the MINI Cabin Trolley also features the characteristic pattern of the seats in the new MINI Cooper.



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Smaller accessories such as the handy **MINI Car Tile Notebook** or important documents are safely and stylishly stored in the new **MINI Car Face Detail Musette** shoulder bag. When shopping, the water-repellent **MINI Car Face Detail Shopper** offers plenty of space and can be carried comfortably on the long shoulder straps.



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The brand-new **MINI laptop bag** made of high-quality, recycled nylon reliably protects electronic devices even when you're on the go thanks to the padded inner compartment. Particularly handy: an open compartment on the back allows the laptop bag to be conveniently connected to the telescopic handle of a trolley.

All laptop bag, travel bag and backpack from the "Urban Series" of the new MINI Lifestyle Collection 2024 are comfortable and secure to hold thanks to their woven structure. The woven pattern is based on the textile strap on the dashboard in the cockpit of the new MINI family. With these design details, fans of the brand carry a part of the MINI world with them everywhere.



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Accessories from MINI.

The stylish accessories in the new collection provide even more MINI moments in everyday life. **Stainless steel keyring** in the shape of the new MINI Cooper and the new MINI Aceman crossover model are a must-have for all MINI fans.



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The **MINI Colour Block Travel Mugs** are available in two sizes for the perfect start to the day. Its double-walled vacuum insulation keeps your favourite drink warm on the go. Of course, the mugs fit in the MINI drink holder. A lockable Push-to-drink opening prevents leakage. And for cool refreshments, there is a new edition of the popular **MINI Water Bottle Colour Block**.



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With MINI through sun and rain.

Two classically shaped **sunglasses** expand the MINI Lifestyle Collection 2024. Both models are made of high-quality, reclaimed material combine a high-gloss black frame with dark green lenses.



P90538653



P90538660

Media Information

Date 01 April 2024

Topic Authentic and stylish: The new MINI Lifestyle Collection 2024

Page 4

But the collection also sets stylish accents against grey skies with the new **MINI umbrellas**. The models have been tested in the wind tunnel and are available as a foldable version or as a comfortable stick umbrella.

Colourful MINI products for kids.

Playfully and safely exploring the environment — no problem with the **MINI Alu Balance Bike** for children. Thanks to the adjustable seat and handlebars that grow with the child, the balance bike will accompany little MINI fans for as long as possible. A handle on the saddle makes lifting easier when needed.



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The clothes for children from the MINI Lifestyle Collection 2024 are made from 100 percent organic cotton or a mix of organic and recycled cotton. In summer, T-shirts with a circumferential MINI Cooper print protect against UV radiation. In cooler weather, the **MINI Sweatshirt Car Tile** for children keep you warm thanks to the cuddly inner lining. And in a romper suit with a red MINI Cooper print and matching neckerchief, even very young MINI fans are discovering the world in style.



P90538662

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Media Information

Date 01 April 2024

Topic Authentic and stylish: The new MINI Lifestyle Collection 2024

Page 5

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 over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2023, the BMW Group sold over 2.55 million passenger vehicles and more than 209,000 motorcycles worldwide. The profit before tax in the financial year 2023 was € 17.1 billion on revenues amounting to € 155.5 billion. As of 31 December 2023, the BMW Group had a workforce of 154,950 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 makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

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