

Media Information

12 March 2025

The MINI Lifestyle Collection 2025.



With the new MINI John Cooper Works Lifestyle Collection and the MINI Wordmark Lifestyle Add-Ons, the brand is expanding its existing portfolio of clothing, bags and accessories.

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Munich. To coincide with the launch of the new MINI John Cooper Works family, MINI is presenting a new MINI JCW Lifestyle Collection. Together with the new MINI Wordmark products, the collection perfectly complements the current MINI Lifestyle Collection. In addition to the collection, two models from the new MINI family are now available as pull-back cars in miniature format for toy enthusiasts and collectors: the MINI Cooper SE and the MINI Aceman SE.

The products of the MINI Lifestyle Collection presented in 2024 are already characterised by graphic details of the vehicle design. The main motif of the collection is based on the front of the MINI Cooper. The colour concept is based on the high-contrast colour scheme of the MINI family.

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Media information

Date 12 March 2025

Topic The new MINI Lifestyle Collection 2025

Page 2

Motorsport living: The new MINI Lifestyle Collection.



The textiles in the MINI John Cooper Works Lifestyle Collection are based on the colour concept of the John Cooper Works design with the classic colours Black, White and JCW Red. The distinctive JCW logo print is a central element of the collection design and adorns the JCW logo T-shirts, for example. Special attention has been paid to quality and environmental friendliness: The white T-shirt is made from 100% certified organic cotton, while the black T-shirt is made from a blend of 50% recycled and 50% organic cotton. For younger MINI fans, the white T-shirt made from 100% organic cotton features a red (racing) stripe next to the iconic MINI logo. The new JCW logo hoodie is the perfect choice for when the weather turns cooler.

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The new bags in the MINI JCW Lifestyle Collection express the sporty character of MINI and are the perfect companions for many occasions with their thoughtful organisation and functionality. In addition to the distinctive JCW logo, the John Cooper Works seat pattern woven into the lining gives the products a stylish and premium look. The padded JCW logo organiser pouch with custom strap and reflective stripe print helps keep things organised and to hand. From the padded laptop compartment to the water bottle pocket, the JCW logo backpack with its soft padded back and adjustable shoulder straps is the ideal everyday companion. The collection is complemented by the JCW logo traveller bag with a detachable shoulder strap, removable pouch and trolley strap.

The MINI JCW Lifestyle Collection also offers a range of practical and stylish accessories. In addition to the JCW Logo keyring with enamel logo, there is also a folding umbrella and a walking stick umbrella with reflective stripes, which has been proven to provide reliable protection in strong winds - tested in a wind tunnel to withstand wind speeds of up to 120 km/h. The JCW logo travel mug is available in 300ml and 500ml capacities.



P90590934

Media information

Date 12 March 2025

Topic The new MINI Lifestyle Collection 2025

Page 3

Classic design elements rethought: Unmistakably MINI with the new MINI Wordmark Lifestyle Add-ons 2025.

The new MINI Wordmark range plays with the letters of the MINI brand and uses them in surprising and humorous ways on the products. The MINI Wordmark polo shirt features contrasting knitted MINI lettering on both sides of the collar. The black MINI Wordmark jacket is a fashionable companion for the changing seasons. The jacket features a cleverly placed reflective MINI Wordmark print on the back and hood.

Sporty fun for little MINI fans

Even the youngest MINI fans can experience pure driving fun and go-kart feeling. The MINI ALL4 Baby Bike in bright Chilli Red is the ideal companion for children aged 18 months and over. With its robust powder coating and ergonomic seat with carry handle, it offers maximum safety. The next challenge is the MINI Aluminium Balance Bike. It features a strong yet lightweight aluminium frame and signature MINI design elements. For the youngest MINI fans there is the MINI Baby Racer. With white stripes on the bonnet and a child-safe steering wheel, the Baby Racer combines safety with pure driving fun. The length-adjustable handlebar can be easily attached to the Baby Racer, allowing parents to steer their young MINI fans safely and comfortably.

The new products in the MINI Lifestyle Collection will be available from 1 April 2025.

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P90590964

Media information

Date 12 March 2025

Topic The new MINI Lifestyle Collection 2025

Page 4

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 2024, the BMW Group sold more than 2.45 million passenger vehicles and more than 210,000 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. Sustainability is an important part of the BMW Group's corporate strategy, from the supply chain through production to the end of the use phase of all products.

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