

Press release
12 August 2010

The new MINI textile collection - a stylish homage to Cool Britannia.

A fashionable road trip through UK Style.

Munich. Union Jack, badges and pins coined the image of numerous subcultures. Whether rocker, mod or punk, they all created an individual look for their outfits. MINI has always been more than a car. The brand represents the attitude and expression of a certain "Britishness" – a combination of rebellion and tradition. With the new Lifestyle Collection, MINI presents a modern interpretation of Brit Chic with authentic textiles and accessories. Accompanied by the motto "Go your own way", MINI delivers reliable companions regardless of where the road trip might take you. Away from the mainstream, the MINI collection offers something for every style featuring unique designs and high-quality materials for exceptional comfort.

Drivestyle for Her and Him.

The tapered **Ladies' Frontwoman Jacket** and the **Men's Frontman Jacket** will rock any outfit – sporty or elegant. These versatile garments are really two jackets in one and can be worn either as a cool street-style jacket or as an elegant blazer. Three interchangeable badges and a rigid collar with a characteristic bonnet-stripes design make it easy to change the look of the jackets. Two outside pockets offer plenty of storage space while on the road, and there is a special pocket for the MINI key. Made of soft cotton, the **Ladies' Campus Sweat Jacket** in light grey and the muted dark grey **Men's Campus Sweat Jacket** feature the popular college look. The casual sportswear jackets with a tonal cut and sewn Union Jack motif on the back are sure to draw glances with features such as a "MINI Rocks" badge and a Union Jack embroidery print on the upper sleeves. Further details include scratchproof press studs. The black **Ladies' Stage Light Longsleeve** and **Men's Stage Diver Longsleeve** cut a fine figure on any stage. Feminine cut, shiny "MINI Rocks" electric guitar motif on the front and Union Jack print on the left sleeve are the highlights of the women's style. With its "MINI Rocks" print and blue contrasting seam at the shoulders, the high-quality long-sleeve shirt for men puts rock 'n' roll in the wardrobe. The **Ladies' White Jack T-Shirt** and **Men's White Jack T-Shirt** reliably deliver British understatement with their tonal cut and sewn Union Jack on the front. The black **Unisex Brit Rock Cap** with its matching Union Jack on

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the left and two removable and individually usable pins complete the outfit.

Fashion Highlights for Women.

The sleeveless **Ladies' Warm Me Up Vest** is perfect for keeping warm in the colder months. The sporty red vest attracts attention with its shiny patent leather look and is the ultimate eye-catcher. It is water-repellent and features two practical outside pockets and a zipper. The soft single jersey lining in dark grey ensures a high level of comfort while creating a colour contrast. Typical MINI: the white brand logo on the breast and the tonal Union Jack embroidery on the back.

The Ladies' Speed Rock Polo captivates with its excellent fashioning, carbon finish and vintage-look "MINI Rocks" print on the back. The MINI logo on the breast and red racing stripes under the collar lend this classic polo shirt an additional touch of class.

Must-Haves for Men.

The **Men's Rocker Business Shirt** means men can now rock the office with complete style and confidence. Made of the finest cotton, the black long-sleeve shirt features a tone-on-tone Union Jack embroidered on the back. Fine details such as the MINI logo on the breast and blue piping on the collar make the shirt a timeless classic, ideal for business and leisure. **The Men's Union Rock T-Shirt** also offers optimum comfort. The three-colour vintage-look "MINI Rocks" print on the breast depicts two electric guitars in front of a Union Jack background. Contrasting white stripes, inspired by the MINI's bonnet stripes, accent the shoulders.

The MINI Main Collection encompasses a wide variety of outfits and accessories. The complete collection will be available as of September 2010 online at www.MINI.com/shop and at selected MINI dealers. Print-ready photos can be found in the BMW Group Press Club at www.press.bmwgroup.com.

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