



Media Information  
16<sup>th</sup> February 2012

## **SHOPAHOLICS STORM NEW MINI STORE AT WESTFIELD STRATFORD CITY**

**MINI opens its first pop-up store in one of the UK's most popular shopping destinations**

This week MINI opened its doors to a completely new retail adventure at Westfield Stratford City. The MINI pop-up, which will be open for 12 months only, will showcase the two newest MINI models, the MINI Coupé and the MINI Countryman and will also sell a full range of MINI lifestyle merchandise. The store is the first of its kind in the UK, bringing the much loved British car brand out of the traditional dealership setting and onto the high street.

During its first few days in business the store which is a joint venture between MINI UK and the dealership group Sytner, has already attracted over 4000 visitors.

The Store showcases the latest in retail technology, customers can use the UK's first 3D car configurator to create their very own MINI, and if they catch the MINI bug they can request a test drive at their local dealership. The MINI Store also features a clever interactive mirror allowing shoppers to try on outfits without removing their clothes.

The MINI Store is located on the walk way to the Olympic Park, a prime location to entice Westfield's 850,000\* visitors per week, and stocks the very latest products from the 2012 MINI Collection, including the brand new 'Beat

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'MINI is affiliated to BMW, an official partner of the London 2012 Games'



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the Street' clothing line, John Cooper Works apparel, MINI luggage and even an electric MINI Convertible for children.

The store has created 12 new jobs, which have all been recruited from the local area and have been fully trained by MINI, equipping them to deliver first class customer service.

Jochen Goller, Director MINI UK said "The MINI Store in Westfield Stratford City is an exciting new approach for our brand, for the first time we are giving shoppers the opportunity to browse the latest MINI models in a retail setting which is completely removed from the established car showroom environment. In addition, since MINI launched just over 10 years ago we have developed a massive community of fans and enthusiasts for whom MINI is much more than just a car brand. These fans love to accessorise their cars and their lives with everything from miniature MINI fridge magnets to MINI folding bikes, so we are delighted to make the full range of products available for the first time on the high street. Over the next year we will be listening to and learning from what visitors to the Westfield store have to say about what they expect from their car retail experience."

Myf Ryan, General Manager Marketing Westfield UK said: "We are delighted to welcome MINI to Westfield Stratford City. As a cutting edge, contemporary brand, MINI is ideally suited to Westfield Stratford City's young and trend conscious consumer. This unique venture highlights the versatility of the centre to adapt to the needs of our retailers - now, through the Games and beyond."

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#### Notes to Editors

\*Average weekly visitors to Westfield Stratford City

#### The BMW Group

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI, Husqvarna Motorcycles and Rolls-Royce brands. As a global company, the BMW Group operates 25 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

During the financial year 2010, the BMW Group sold 1.46 million cars and more than 110,000 motorcycles worldwide. The profit before tax for 2010 was euro 4.8 billion on revenues amounting to euro 60.5 billion. At 31 December 2010, the BMW Group had a workforce of approximately 95,500 employees.

The success of the BMW Group has always been built 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. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last seven years.

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[www.youtube.com/miniuk](http://www.youtube.com/miniuk)