

THE NEW MINI HIPSTER HATCH



04/2016
page 1

- Hoxton, London: World Premier of MINI Hipster Hatch
- Instagram Filtered Windows
- Twin-deck cassette player as standard
- Fixed-gear drivetrain
- Upcycled alloy wheels, stonewash denim upholstery

EMBARGO 1 April 2016 00:01 BST

MINI has whipped a fair-trade Peruvian cotton sheet off its latest model this morning in Hoxton, London. Featuring Instagram filtered windows, Twin-deck cassette player and a fixed-gear drivetrain, the new MINI Hipster Hatch launches today.

Avant-garde and upcycled, the MINI Hipster Hatch is effortlessly stylish and the perfect companion for a spot of vintage clothes shopping, or indeed the odd trip to the market for artisan kale.

Motorists no longer have to settle for the natural colour of their surroundings (#nofilter), thanks to the exclusive and fully adjustable Instagram filter on all exterior window glass. Live life in LO-FI. Or Clarendon. Or Crema. In fact, occupants can choose from 12 pre-loaded Instagram window filters and turn any journey into a nostalgic memory at the touch of a button.

The new MINI Hipster Hatch has just one forward gear with a maximum speed of 25 mph. Taking inspiration from the 'Fixie' pedal bike, four of the forward gears have been removed to give the driver a greater feeling of control when popping out for a superfood smoothie.

The stonewash denim upholstery means the four seater MINI Hipster Hatch is a match for even the tightest pair of jeans, allowing the driver and passengers to coordinate their outfits accordingly.

Inside, a twin-deck cassette player harks back to when it was all about the music, allowing occupants to sidestep the mainstream with their own mixtapes. On the outside, MINI Hipster Hatch boasts alloy wheels carefully upcycled by hand from previous alloy wheels.

“The MINI Hipster Hatch is like no other we’ve built before” said Ivana Newcarr, senior external product launch experience curator at MINI UK. “Inspired by the kind of innovative thinking only found when you ignore the script and ask what those who refuse to be categorised want from a car – features like fixed gear drive, twin-deck cassette player, upcycled details and Instagram filtered windows to name but a few.”

A limited number of MINI Hipster Hatch will be available, so if you’ve got FOMO*, head to www.mini.co.uk/hipsterhatch today to find out more.

*FOMO. Fear of missing out. We had to Google it too.

The BMW Group

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 30 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2015, the BMW Group sold approximately 2.247 million cars and nearly 137,000 motorcycles worldwide. The profit before tax for the financial year 2015 was approximately € 9.22 billion on revenues amounting to € 92.18 billion. As of 31 December 2015, the BMW Group had a workforce of 122,244 employees.

The success of the BMW Group has always been based 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.

www.bmwgroup.com

Facebook: <http://www.facebook.com/BMWGroup>

Twitter: <http://twitter.com/BMWGroup>

YouTube: <http://www.youtube.com/BMWGroupview>

Google+: <http://googleplus.bmwgroup.com>

MINI Press Office Contacts:

Sarah Morris MINI Media Relations Executive
Tel: 07815 370747 Email: Sarah.Morris@mini.co.uk

Chris Overall MINI Media Relations Manager
Tel: 07815 370990 Email: Chris.Overall@mini.co.uk

Piers Scott General Manager, Product and Internal Communications
Tel: 07815 378190 Email: Piers.Scott@bmw.co.uk

Graham Biggs Corporate Communications Director
Tel: 07815 376867 Email: Graham.Biggs@bmw.co.uk

Media website: www.press.bmwgroup.co.uk

www.mini.co.uk

www.twitter.com/miniuk

www.facebook.com/miniuk

www.youtube.com/miniuk