



Media Information

MINI unveils 2025 Lifestyle Collection.

- New lifestyle collection celebrating John Cooper Works.
- Additional MINI Wordmark range, including new coats and bags.
- New children's clothing, as well as pull-back MINI Cooper Electric and MINI Aceman models.
- Available to order from MINI website, or retailers nationwide now.

To celebrate the launch of the new MINI John Cooper Works family, MINI proudly unveils its latest lifestyle collection - a celebration of the brand's motorsport history in a range of new clothing items and accessories. With an expanded MINI Wordmark range, including new coats, and bags and pull-back replicas of the MINI Cooper Electric and MINI Aceman, the MINI lifestyle collection has something for everyone.

The new MINI John Cooper Works Lifestyle Collection.

Designed to hero the distinctive blend of black, white, and Chilli Red, the latest John Cooper Works lifestyle collection embraces distinctive motoring history. Using the JCW logo as a central design element, a range of T-Shirts and hooded jumpers are available, including children's T-shirts which additionally feature the iconic racing stripe.

A selection of new accessories are also available, including a range of bags, caps, umbrellas, travel mugs and keyrings – all inspired by the brand's motorsport heritage. Created for those who are always on the go, the new lineup of bags include Organiser Pouch, Backpack or Traveller Bag, with each featuring the JCW logo and seat pattern woven into the lining.

A range of premium accessories have also been introduced, including the JCW Logo Keyring, Foldable Umbrella and a Foldable Walking Stick Umbrella, which has been tested to withstand wind speeds of up to 75mph. A JCW Logo Travel Mug is also available and offered in both 300ml and 500ml sizes for the perfect on-the-go companion.

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Iconic MINI Design Reimagined: MINI Wordmark Lifestyle Add-ons 2025.

Featuring an iconic MINI print, the MINI Wordmark collection puts a modern spin on classic styling. Including a range of polo-shirts and coats, customers can also choose the MINI Wordmark Jacket which offers a reflective print on both the back and hood. A range of accessories are also available, including caps, keyrings and umbrellas.

MINI Kids' Collection for MINI Thrills.

Delivering the brands renowned go-kart feeling to children at an early age, parents can choose from three additions to the MINI Kids Collection. The MINI ALL4 Baby Bike allows children aged 18 months and up to experience the iconic go-kart feeling of a MINI. Offered in Chilli Red, an iconic colour from the brands heritage, the bike is designed with safety and comfort in mind, including a carry handle to ensure parents can happily take the bike with them on any adventure.

For older children, the MINI Aluminium Balance Bike features an aluminium frame, Chilli Red paint and signature MINI design elements, and is crafted for those children who want to be the talk of the playground.

For our smallest fans, the MINI Baby Racer makes the perfect first set of wheels. Featuring our famous white bonnet stripes, a child-safe steering wheel and a length-adjustable handlebar for parents, the MINI Baby Racer has low noise rubber tyres and a soft, detachable seat cushion that can be washed whenever needed.

For young-ones or big-kids who want their car to sit on both their driveway and desk, miniature MINI Cooper Electric and MINI Aceman models are also newly available. The pull-back models are offered in a range of exterior body paints to match their life-sized counterparts, including Blazing Blue, Sunnyside Yellow, British Racing Green and Rebel Red.

The new 2025 MINI Lifestyle Collection is available to purchase online at shop.mini.co.uk or MINI retailers nationwide now.

Ends

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 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 over 2.45 million passenger vehicles and more than 210,000 motorcycles worldwide. The profit before tax in the financial year 2024 was € 11.0 billion on

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revenues amounting to € 142.4 billion. As of 31 December 2024, the BMW Group had a workforce of 159,104 employees.

The economic success of the BMW Group has always been based on long-term thinking and responsible action. Sustainability is a key element of the BMW Group's corporate strategy and covers all products from the supply chain and production to the end of their useful life.

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