

Press release  
September 2013

## **Very British: MINI makes fashion for wet and windy weather.** **Cool looks for chilly days with the new Lifestyle Collection.**

**Munich.** MINI is much more than just a car – the brand embodies a unique attitude that has long been inspiring people even away from the streets and showrooms. As of September 2013 the new MINI Lifestyle Collection is continuing this tradition, delivering confident style whatever the weather under the slogan YOU.ME.MINI. The collection features over 50 stylish new products, from clothing and accessories to bags, shoes and even watches. In true British style the products are both casual and weatherproof – the perfect combination for autumn.

### **This season's must-haves.**

Fashion trends come and go, but true classics last. One such classic is the new **Ladies' MINI Nylon Parka**. This tailored short coat includes a practical hood and creates the perfect fit thanks to the longer cut at the back, while the "driver's cut" sleeves guarantee comfort and freedom of movement behind the wheel.



One jacket, two looks! The **Men's MINI Reversible Jacket** with a stylish stand-up collar provides chic protection against harsh weather. Depending on personal preference, the coat can be worn either blue or orange side out. Both the inside and outside pockets are spacious and perfect for keeping hands warm in cold weather.

The blue **Men's MINI Sweat Jacket** or its female equivalent, the grey **Ladies' MINI Sweat Jacket** should be a staple item in everyone's wardrobe. The jacket's special features include a shawl collar, button-down front and outside pockets, creating a hip, preppy look. Union Jack elbow patches provide a fashionable, eye-catching extra element.



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Press release

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Subject Very British: MINI makes fashion for wet and windy weather.

Page 2

The **MINI Wellington Boots** have a classic design that guarantees dry feet as well as style in even the worst weather. For the lining of the boots, MINI has created a modern interpretation of the Union Jack flag in orange and white.



The **MINI Lapeer Hat** keeps heads cosy and warm even on icy days. This faux fur-lined trapper's hat includes ear flaps and embroidered appliqué patches.

With its Union Jack design, the **MINI Scarf** is a fashionable tribute to Great Britain. The 110 cm x 110 cm square can be tied in various ways to be worn either as a scarf or a bandana.



The new collection is available from selected MINI stores and online at [www.MINI-shop.de](http://www.MINI-shop.de).

Printable images of some of the season's top products can be found on the BMW Group Press Club page at [www.press.bmwgroup.com](http://www.press.bmwgroup.com).

### The MINI Lifestyle Collection

The MINI brand offers an extensive portfolio of products in the areas of lifestyle accessories and clothing. Products range from fashion and accessories to toys, bags, luggage and even bicycles. The MINI Lifestyle Collection comprises over 200 products, all meeting MINI's very high standards in terms of quality, performance and design.

MINI products interpret current trends while also incorporating the brand's own design tradition. Stylistic motifs such as the Union Jack, chequered flags and racing stripes evoke the brand's venerable history and its close ties to Great Britain. MINI has also devoted a special product range to the wonderful world of John Cooper Works.

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Press release

Date September 2013

Subject Very British: MINI makes fashion for wet and windy weather.

Page 3

### **The BMW Group**

The BMW Group is the leading premium manufacturer of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 28 production and assembly facilities in 13 countries and has a global sales network in more than 140 countries.

In 2012, the BMW Group sold about 1.85 million cars and more than 117,000 motorcycles worldwide. The profit before tax for the financial year 2012 was euro 7.82 billion on revenues amounting to euro 76.85 billion. At 31 December 2012, the BMW Group had a workforce of 105,876 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 eight years.

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