



Media Information
12 October 2010

Original gift ideas for Christmas. **The MINI Lifestyle Collection for kids and adults.**

Munich. Time flies, and before you know it Christmas is just around the corner. To make the annual gift hunt that much easier, MINI has put together a selection of the best ideas for all the family. The MINI Lifestyle Collection has something everybody will enjoy unwrapping under the Christmas tree.

The best gift ideas for him.

MINI has teamed up with design audio products experts sonoro audio to bring sounds from around the world into our living rooms, bedrooms, kitchens and offices. The result of the cooperation is the **MINI Limited Edition sonoro Internet radio**, which combines urban chic with a boundless musical experience. The MINI rocks sonoro limited edition of the elements W Internet radio can receive over 18,000 web radio stations via WiFi or LAN. The design radio also boasts a media player function for streaming music libraries direct from a computer. The alarm clock, sleep and snooze functions, Radio Frequency remote control and eDock external iPod® docking station with charging function are all easy to use.

Whether you're setting off on a road trip with your motorbike or taking a tour on a quad bike, trike or snowmobile, you'll always be playing safe with the stylish **MINI Jet Helmet**. The helmet meets all the relevant safety standards and plays the stylish understatement card to perfection. A Union Jack print and bonnet stripes provide a spotless retro look, while high-quality workmanship ensures the requisite protection. The Jet Helmet is made from a fibreglass and synthetic compound, and has a polycarbonate visor. Other features include a quick-release fastener and an antiallergenic, removable and washable inner lining.

The **MINI Calendar 2011** is the work of Hamburg artist and graphic designer Wolfgang Block. "Transformation and Crossover" is the basic idea behind each month's image. The artist blends differing techniques – such as Rorschach, graffiti and pop art – in a personal interpretation of the collision between fantasy and reality in the MINI Accessories world. It's enough to turn any bare wall into an eye-catching canvas.

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This cult **MINI Cuckoo Clock** comes in a classic chrome look and has an original MINI speedometer-style dial. At the strike of each hour the garage on the underside opens its doors and a detailed miniature MINI moves around the dial, accompanied by faithfully reproduced MINI engine and horn sounds. A small photo sensor enables the clock to distinguish between day and night, and therefore ensures a peaceful night's sleep.

The elegant **MINI USB Stick** borrows the unmistakable design of the MINI ignition key and features a handy neck strap. With 8 GB storage capacity it offers ample accommodation for Christmas photos and the like.

The best gift ideas for her.

For anyone heading for faraway places, MINI has the perfect travelling companion. The robust MINI hardshell suitcases from the Rooftop line can take anything you throw at them. The **MINI Rooftop Cabin Trolley**, for example, represents a stylish and reliable means of carrying your kit. Decked out in either the Union Jack or racing stripes, it has an extending telescopic handle, two strong carry handles and smooth-running wheels. The main compartment is fitted with packing belts and a divider, while the centre section has two small side pockets. Also provided are a protective transportation cover, an integrated lock and a nameplate to help the trolley find its way home should – perish the thought – owner and case become separated.

The design of the extensive Black Jack luggage line from MINI stands out with its classy black finish and tone-in-tone Union Jack motif. The **MINI Black Jack Briefcase** ensures you have everything you need for a day at the office. It boasts a clever inner compartment system with pockets for a mobile phone, pens and business cards, and your laptop slides away securely into a separate padded compartment. The briefcase can be fixed easily to the trolley's telescopic handle with the help of the slide-in pocket on its reverse side.

Should the inevitable happen and the long awaited white Christmas fail to materialise, the **MINI Countryman Boots** will keep your feet dry amid the mud and rain. With their Union Jack motif, rock-style print and Countryman badge,



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the black unisex wellies make a stylish statement, as well as a fine Christmas gift. The British flag also crops up on the inside of the boots.

Its snug fake fur lining makes the trapper-style **MINI Badges Lapeer Hat** a good bet for warm ears during the chillier times of year. Badges on the “dog ears” provide the de rigueur vintage look. On warmer days, the ear flaps can be neatly folded up and fixed to the top of the head section.

Fashion meets pop art as ‘Pop Style’ series accessories in contrasting shades – from radiant yellow to electric blue – recall classic Andy Warhol creations. The bright and colourful **MINI Pop Style Umbrella** opens and closes automatically, and lightens the mood on grey days. The design of the handle takes its cue from the MINI gear selector.

The best gift ideas for the youngsters.

The hot-heeled **MINI Snow Rocker** toboggan is destined to give both kids and adults hours of sliding fun. Made from robust and ultra-slick material, the Snow Rocker is suitable for all snow conditions. Measuring 66 cm long and weighing just 2,500 grams, the toboggan is easy to steer through slight shifts in weight. A Union Jack print and racing stripes on the seat surface ensure it attracts envious glances on any sledge run.

The **MINI Baby Racer** brings the hallmark MINI driving fun to fledgling drivers aged 1 to 3. The design of the red push-car combines high levels of safety, impressive quality and an eye for detail – from the MINI style front and rear lights to its modern wheel rim design and the original MINI colour shade Chili Red. The wide plastic wheels ensure a quiet ride, without leaving marks on parquet floors, so budding drivers can set off on their first few laps around the Christmas tree without ado.

Dads will also be tempted to take the blue, single-seat **MINI Cooper S Convertible** – for car fans aged between 3 and 5 – out for a spin. The sporty pedal-drive system ensures impressive output potential, but for those looking for



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a more leisurely experience there's also a motorised version. Special rubber tyres help to minimise "road roar" and ensure stress-free indoor use.

After nine months on tour, you're crying out for style. So this ultra-soft **MINI Baby Rocker Newborn Set** of romper suit and bib makes the perfect gift for all MINI rockers aged 6 to 12 months. The neutral grey will suit both boys and girls, and guarantees the litt'uns will make a big impression.

With his MINI collar and black dog shirt, the furry **MINI Bulldog Soft Toy** will melt the heart of any animal lover. Kids will take the four-legged charmer with the cute nose straight to their hearts, while grown-up MINI fans will surely agree that this dog is not just for Christmas.

The soft and cuddly furry **MINI Bulldog Plush Cushion** with bulldog design is just what you need to unwind after the Christmas hurly-burly. An endearing bulldog appliqué adorns this otherwise simple and plain coloured chill-out cushion. Bring on Christmas!

The MINI Lifestyle Collection is available on the Internet at www.MINI.com/shop and from selected MINI dealers. Print-quality photos are available from the BMW Group Press Club at www.press.bmwgroup.com.

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