



BE MINI.

Ever since MINI hit the streets over 50 years ago, this unique car has enjoyed iconic status.

The reason is simple. MINI oozes personality. It's authentic and unconventional, full of spontaneity, cheekiness and confidence.

MINI is proud to be different. It stands out from the crowd, now as it did then.





THE WORLD OF MINI.

- The most exciting premium small car brand in the world.
- Celebrated its 50th birthday in 2009, MINI continues to remain timeless.
- 70 markets worldwide with 1,500 dealers.
- Key markets include US, UK, Germany, Italy, France and Japan.
- Over 1.8 M cars sold since 2001.
- Frequent launch of new vehicles, i.e. MINI Countryman in 09/2010.
- Unconventional marketing such as Double D tour bus, fiberglass MINI installments, pop-up cafes & lounges and design cars.

MINI MINDED – THE MINI CUSTOMER.

- Postmodern, Fashionistas, Out-of-the-Box-Thinkers of the world:
 - 30-49 Years.
 - Mostly Married.
 - Medium to higher education with high income level.
 - Likes to drive cars and spend money on it (2+ cars per HH).
 - Interests in outdoor sports, healthy lifestyle, cultural events and music.
 - High level of social interests / friends / networking.
- www.minispace.com, an urban initiative website for connecting creative people, events and projects. 80,000 members as of 06/2010 and growing quickly.
- MINI United, a bi-annual international festival, which had 25,000 friends in 2009. www.miniunited.com.

EXPRESS YOURSELF.

The MINI lifestyle collections show off the rock-star attitude that everyone aspires to be. From what's on your car, body, dwelling, mobiles – leave the unmistakable mark of MINI.

Want to know more about becoming a licensing partner with MINI?

Get in Touch:



310.820.5300
www.globalicons.com

