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Media Information
9 October 2026

MINI Singapore celebrates self-expression with the launch of #myMINIstory during Breast Cancer Awareness Month.

- Breast cancer survivor Charlene Koh launches the campaign with a powerful story of resilience, self-expression and choosing joy.
- MINI owners invited to share the stories that make their MINI unmistakably theirs.



Singapore. MINI Singapore today launched **#myMINIstory**, a new storytelling platform celebrating the people behind the wheel and the personal journeys that shape the MINI community. Inspired by MINI's global self-expression campaign, #myMINIstory puts the spotlight on real owners, their passions and the stories that make every MINI an extension of its owner's personality.

"MINI has long been a canvas for individuality," said Daren Ching, Head of MINI Asia. "Through #myMINIstory, we want to showcase authentic stories that celebrate creativity, passion and self-expression. These local voices will also contribute to a growing collection of stories from MINI communities around the world, showing how a story that begins in Singapore can resonate globally."

To mark the launch during Breast Cancer Awareness Month, MINI Singapore partnered with Charlene Koh, a golfer, content creator, realtor and breast cancer survivor, as the campaign's first storyteller. Through a heartfelt video and content series, Charlene shares how her MINI became a symbol of embracing life and pursuing her dreams after cancer.



"This campaign means a great deal to me, especially as we are launching it during Breast Cancer Awareness Month," said Charlene Koh. "My cancer journey changed my perspective on life and inspired me to stop postponing the things that mattered most. After treatment, I fulfilled a long-held dream of owning a MINI, which has become a reminder to live fully and choose joy. I hope my MINI story also encourages women to prioritise their health and book regular mammograms."

To further support Breast Cancer Awareness Month, MINI Singapore is introducing a special **"Together For The Journey"** car decal. Members of the MINI community can collect the complimentary decal from the MINI showroom throughout October and display it on their vehicles as a symbol of solidarity with those affected by breast cancer.

"MINI has always been more than a car. It reflects the personality, passions and experiences of the person behind the wheel," said Ng Shao Kai, General Manager of MINI Eurokars Habitat. "With #myMINIstory, we want to celebrate the moments that make every ownership journey personal. There is no better way to begin than with Charlene's story and its powerful reminder to care for our wellbeing and make every day count."

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What's Your MINI Story?

MINI Singapore is inviting owners across the island to share the stories that make their MINI journey uniquely their own. From the moment they choose a MINI to the memories, adventures and personal touches that make it unmistakably theirs, the #myMINIstory campaign celebrates the individuality, self-expression and sense of community at the heart of the MINI brand.

Owners can share their unique #myMINIstory by telling us what inspired their MINI journey, what makes their MINI special, and the moments that put the fun into MINI ownership. Stories can be shared on social media by tagging @mini_sg, with selected submissions featured across MINI Singapore's official channels.

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About MINI in Asia
MINI is headquartered and manufactured in Oxford, UK and is a brand of BMW Group. In East Asia, this iconic car is sold in Singapore, Brunei, Vietnam, New Caledonia, Guam, Sri Lanka, Tahiti, Philippines and Indonesia. The full range of MINI is available in these markets – MINI Cooper 3-Door, MINI Cooper 5-Door, MINI Aceman, MINI Countryman, and MINI John Cooper Works.

For more information: http://www.mini-eurokars.com.sg.

About Eurokars Habitat Pte Ltd
In 2006, the first ever MINI Habitat, developed by Eurokars Group, was officially opened to the public. Voted as the best MINI Showroom in 2009 at the International MINI Dealer Conference held in London, MINI Habitat encompasses the vibrant colours, quirky designs and trademarks of the MINI brand. Currently, MINI Habitat houses the MINI Cooper 3-Door, MINI Convertible, MINI Cooper 5-Door, MINI Aceman, MINI Countryman, and MINI John Cooper Works.

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For more information: www.eurokarsgroup.com.
MINI Habitat is located at 27 Leng Kee Road.

Operation hours:
Mon – Sat 8:30AM – 7:00PM.
Sun & Public Holidays 10:00AM – 6:00PM