



The MINI Story

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The MINI is an icon among automobile enthusiasts. The innovative compact car cruised to cult status in the Swinging Sixties, and its unconventional appearance, as well as its quality and affordability, have ensured its mass appeal since. The classic MINI has made many cameos on the big and small screens, including a famous chase scene from *The Italian Job*, in which Charlie Croker and his cohort must transport millions of dollars worth of gold in three Minis.

Published in cooperation with BMW and MINI, this biography takes a close look at the iconic British car brand. The book covers all the key elements in the car's history. The brainchild of Alec Issigonis, the MINI was first produced in the late 1950s and popularized through a series of successful advertising campaigns. Since then, the company has been at the forefront of technological and creative breakthroughs, which the book details along with other fascinating moments in the brand's history, including the creation of a number of custom MINIs.

With specially commissioned photography by Erik Chmil and drawings from the MINI Design Studios, *The MINI Story* is a must-have for fans of this automobile that is not merely a car but a lifestyle and a well-loved companion.

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