



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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Cynthia Gomez:

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Laura Crabtree:

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Susan Spiegel:

The reason why? Because this The MINI Story is an unordinary book that the inside of the publication waiting for you to snap the item but latter it will shock you with the secret this inside. Reading this book beside it was fantastic author who else write the book in such remarkable way makes the content within easier to understand, entertaining technique but still convey the meaning entirely. So , it is good for you for not hesitating having this anymore or you going to regret it. This phenomenal book will give you a lot of gains than the other book have got such as help improving your talent and your critical thinking technique. So , still want to hold up having that book? If I had been you I will go to the reserve store hurriedly.

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