

November 18, 2010

**MINI TAKES MANHATTAN AND CHICAGO AS  
THE PENINSULA WELCOMES NEW BESPOKE MINI COOPER S CLUBMAN CARS**  
*The ultimate accessories for city shopping and sightseeing, suite guests can enjoy the complimentary  
chauffeur-driven MINIs which continue The Peninsula tradition of customized vehicles*

The holidays will bring more than just good tidings beginning in November when The Peninsula New York and The Peninsula Chicago each unveil two customized **MINI Cooper S Clubman** vehicles. Offered as a complimentary amenity to suite guests, the high-performance head-turners will be a treat for those guests seeking some motoring thrills as they are whisked away for a shopping spree or sightseeing adventure around town.

At The Peninsula New York, guests who book a suite will have access to a MINI for up to three hours per day during their stay. The chauffeured vehicles can be used for shopping excursions or sightseeing around Manhattan. The hotel's Chef Concierge, Frederick Bigler, has developed a series of self-guided three-hour motoring tours that highlight city sights, from a trip to the famous Cloisters museum located at the very northern tip of Manhattan to a shopping tour of the Meatpacking District, and each experience can be paired with directions and customized tips available on the guest's choice of an iPhone or iPad, which are available for use during the duration of their trip. As an added enticement, The Peninsula New York is offering **The Suite Life** promotion providing guests a complimentary second night when booking a two-night suite-level stay.

The Peninsula Chicago offers complimentary use of the chauffeured MINIs to suite-level guests for up to three hours per day. The hotel's Chief Concierge, Todd Nelson, has designed a series of self-guided tours focusing on popular themes, including: family, culture, romance, outdoor excursions, entertainment, dining and of course, shopping sprees. Guests can direct the driver as they wish within the city limits, or simply use the sample tours provided by the Concierge. Examples of adventures include Famous Chicago Movie Scenes, Chicago Neighborhood Tours, an Engagement Surprise Ride and a Holiday Season Tour. An iPhone is available for guests' use during their trip and provides directions and information for the various excursions.

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# THE PENINSULA

H O T E L S

## **MINI TAKES MANHATTAN AND CHICAGO AS THE PENINSULA NEW YORK AND THE PENINSULA CHICAGO WELCOME TWO NEW MINI COOPER S CLUBMAN CARS - 2**

“We are pleased to introduce these delightful additions to our transportation fleet,” said Peter Borer, Chief Operating Officer of Peninsula Hotels. “At The Peninsula Hotels, we believe the journey is part of the adventure. With transportation options ranging from rooftop helicopters and helipads to rare vintage cars and our bespoke Rolls-Royce Phantoms, we have made innovative and luxurious transportation part of the Peninsula signature experience. Our new MINIs offer Peninsula signature style along with that extra bit of flair and fun.”

The Peninsula Hotels has a long history of providing stylish rides for their guests, including the Hong Kong property’s legendary fleet of 14 Rolls-Royce Phantoms and four 1934 Rolls-Royce Phantom IIs belonging to The Peninsula Hong Kong, The Peninsula Tokyo, The Peninsula Shanghai and The Peninsula Paris, all finished in signature Peninsula Green. The Peninsula most recently collaborated with BMW, the parent of the Rolls-Royce and MINI brands, to create a custom-made bespoke MINI Cooper S Clubman, with the personalization process of these compact, yet dynamic, vehicles taking over two years to perfect. The MINIs first debuted at The Peninsula Hong Kong in December 2009, and the tradition now continues this November at The Peninsula hotels in New York and Chicago, with Tokyo in January 2011.

Taking into consideration the specific requirements of the hotels and their guests, MINI engineers and designers worked closely with The Hon. Sir Michael Kadoorie, Chairman of The Hongkong and Shanghai Hotels, Limited and Martin Oxley, The Peninsula Hotels’ Fleet Vehicle Manager, to develop a number of dedicated features. These include a custom-illuminated Peninsula logo on door entry sills, leather finishing to match the existing Rolls-Royce interiors, and the signature Peninsula Green colour that adorns every vehicle in the hotel’s transport fleet. Each car is also specially fitted with a tailor-made rooftop box providing extra cargo space, a mini-fridge offering complimentary refreshments, and an iPhone to add to guests’ comfort and convenience.

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H O T E L S

## **MINI TAKES MANHATTAN AND CHICAGO AS THE PENINSULA NEW YORK AND THE PENINSULA CHICAGO WELCOME TWO NEW MINI COOPER S CLUBMAN CARS - 3**

The new Peninsula MINIs are evocative of two larger-than-life toys, reminiscent of the much-loved range of Matchbox® cars dating from the 1950s.

### **The Peninsula MINI Clubman Specifics:**

- Exterior finished in Peninsula Green
- The Hongkong and Shanghai Hotels, Limited crest on both doors
- Mini fridge in rear for refreshments & cold towels
- iPod/iPhone connection in front and rear for guest use
- Mounted rooftop box to carry guests' shopping, incorporating The Hongkong and Shanghai Hotels, Limited crest on front and rear, trimmed in Green Everflex leatherette and printed with Peninsula logo
- Illuminated Peninsula logo on door entry sills
- Rear door, windscreen pillars and filler cap painted in Peninsula Green
- Roof rails
- Run-flat tires

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### **About The Hongkong and Shanghai Hotels, Limited (HSH)**

Incorporated in 1866 and listed on The Stock Exchange of Hong Kong (00045), HSH is the holding company of a Group which is engaged in the ownership, development and management of prestigious hotel, commercial and residential properties in key locations in Asia, the United States and Europe, as well as the provision of transport, club management and other services. The hotel portfolio of the Group comprises The Peninsula Hotels in Hong Kong, Shanghai, Beijing, New York, Chicago, Beverly Hills, Tokyo, Bangkok, Manila and Paris (opening in 2012). The property portfolio of the Group includes The Repulse Bay Complex, The Peak Tower and The Peak Tramways, St. John's Building, The Landmark in Ho Chi Minh City, Vietnam and the Thai Country Club in Bangkok, Thailand.

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