

THE PENINSULA

T O K Y O

IT'S ALL ABOUT FUN IN A MINI

THE PENINSULA TOKYO RECEIVES TWO MINI COOPER S CLUBMAN CARS

- MINI's first ever bespoke order

In December 2009, The Peninsula Hong Kong celebrated its 81st anniversary with the addition of two new MINI Cooper S Clubman vehicles to the hotel's existing fleet of fourteen Rolls-Royce Extended Wheelbase Phantoms and one 1934 Rolls-Royce Phantom II. In November 2010, The Peninsula New York and The Peninsula Chicago continued the hotel group's bespoke MINI roll-out and today (18 January 2011), The Peninsula Tokyo welcomed its two new MINI Cooper S Clubman cars to the hotel's current fleet of two Rolls-Royce Extended Wheelbase Phantoms, two BMW 750 Lis, one 1934 Rolls-Royce Phantom II and an Audi R8.

The only Tokyo luxury hotel with a customized car fleet, The Peninsula continues to set the benchmark for providing unique guest services by introducing The Peninsula MINI Concierge Service as a complimentary amenity to guests staying in suites. The big idea of going small not only enhances the guest experience, but also reflects the legendary Peninsula's youthful spirit as it enters its ninth decade.

Available daily from 10:30 am to 7:30 pm on a first-come first-served basis, suite guests may use the chauffeur-driven MINIs for up to three hours within a ten-kilometer radius of the hotel. The high performance head turners will be a treat for those looking for some motoring thrills as they are whisked away for a fun shopping spree or sightseeing adventure.

With an existing close partnership with Rolls-Royce – a relationship which started in 1970 with The Peninsula Hong Kong's first order of seven Silver Shadows – The Peninsula has once again collaborated with BMW, to bring in its other popular brand, MINI, to the hotel. The Peninsula's

- more -

THE PENINSULA

T O K Y O

IT'S ALL ABOUT FUN IN A MINI - 2

order is the first time that MINI has custom-made a car – similar to the hotel's Rolls-Royce fleet with over 200 customized features exclusive to The Peninsula. The personalization process of these compact, yet dynamic, vehicles took over two years to perfect.

Taking into consideration the specific requirements of the hotel and its guests, the 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's Fleet Vehicle Manager, to develop a number of dedicated features. These include a tailor-made rooftop box, a mini-fridge, and an iPhone to add to guests' comfort and convenience. Each car also includes a custom-illuminated Peninsula logo on door entry sills, leather finishing matching the existing Rolls-Royce interiors, and the signature Peninsula Green livery that adorns every vehicle in the hotel's transport fleet.

The iconic MINI was first produced in 1959, while the MINI Clubman was launched in 1969. The Peninsula Tokyo's MINIs were unveiled at a grand event with the two cars wrapped inside an enormous Peninsula pageboy hat camouflaging the hotel's main entrance, and 20 Peninsula pageboys on hand to assist Japanese actor Takashi Tsukamoto in the unveiling of the two vehicles.

The Peninsula MINI Cooper Clubman S Clubman Specifics:

- Exterior finished in Peninsula Green
- The Hongkong and Shanghai Hotels, Limited crest on both doors
- Illuminated Peninsula logo on door entry sills
- iPod/iPhone connection in front and rear for guest use

-more-

THE PENINSULA

T O K Y O

IT'S ALL ABOUT FUN IN A MINI – 3

The Peninsula MINI Cooper Clubman S Clubman Specifics (continued):

- 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
- Filler cap painted in Peninsula Green
- Rear door handles painted in Peninsula Green
- Windscreen pillars painted in Peninsula Green
- Roof rails
- Mini-fridge in rear for refreshments and cold towels
- Run-flat tires

For further information, please contact The Peninsula Tokyo at (81-3) 6270 2888, e-mail: ptk@peninsula.com or visit peninsula.com.

-more-

THE PENINSULA

T O K Y O

IT'S ALL ABOUT FUN IN A MINI – 4

###

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 2013). 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.

For further information, please contact:

Mr. Mark K. Kobayashi

Regional Director of Communications, Japan

The Peninsula Hotels

Telephone : (81-3) 6270 2888

Direct : (81-3) 6270 2525

Fax : (81-3) 6270 2608

E-mail : markkobayashi@peninsula.com

Website : www.peninsula.com

Digital Photo Library : www.peninsula.com/pdl

Broadcast Video Library : www.thenewsmarket.com/thepeninsulahotels