

THE PENINSULA
C H I C A G O

IT'S ALL ABOUT FUN IN A MINI – ZIP AROUND THE CITY IN A CUSTOMIZED MINI COOPER S CLUBMAN

The vehicles are offered as an amenity for suite guests to explore the city and for shopping sprees

The Peninsula Chicago is proud to offer a unique chauffeur service, featuring two bespoke MINI Cooper S Clubman vehicles. Offered as a complimentary amenity to suite guests, the high-performance head-turners are a treat for those looking for some motoring thrills as they are whisked away for a city adventure.

The hotel's Chief Concierge, Todd Nelson, has developed 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, or simply use the sample tours provided by the Concierge. An iPhone or iPad is available for guests' use during their trip and provides directions and information for the various excursions. Suite guests have up to three hours to enjoy the luxury of being chauffeured in a MINI within the city limits. Examples of adventures include Famous Chicago Movie Scenes, Chicago Neighborhood Tours, an Engagement Surprise Ride and a Holiday Season Tour.

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, all finished in signature Peninsula Green. The Peninsula most recently collaborated with BMW, the parent of the MINI brand, to create a custom-made bespoke car, 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 continues in November 2010 at Peninsula hotels in New York, Chicago and Tokyo (January 2011).

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

The Peninsula MINI Cooper S Clubman Specifics:

- Exterior finished in Peninsula Green
- Illuminated Peninsula logo on door entry sills
- iPod/iPhone/iPad 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
- Mini fridge in rear for refreshments & cold towels
- Run-flat tires

The Peninsula Chicago officially introduced the new bespoke car service during the annual "Magnificent Mile Lights Festival" parade on November 20, 2010.

Chicago residents and visitors gather along North Michigan Avenue every year as the trees are illuminated with more than one million lights to signify the official start of the holiday season. The hotel presented a float showcasing a replica of the customized MINIs in the procession and then again on November 25, 2010 in Chicago's Thanksgiving Day Parade. These holiday events made for the perfect occasion for The Peninsula Chicago to launch this new service and share with the city that "It's All About Fun in a MINI."

THE PENINSULA

CHICAGO

IT'S ALL ABOUT FUN IN A MINI – ZIP AROUND THE CITY IN A CUSTOMIZED MINI COOPER S CLUBMAN – 3

The Peninsula Chicago is located on the “Magnificent Mile” at 108 East Superior Street (at Michigan Avenue), within the city’s premier shopping district. The 339 guestroom and suite hotel opened in 2001 and features four distinctive restaurants, a popular bar and a world-class spa. For information on The Peninsula Chicago, please visit www.peninsula.com/chicago.

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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 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 visit www.peninsula.com or contact

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