



Media Information  
April 22, 2011

## **MINI simplifies the buying process.**

MINI Canada applies theory of MINIMALISM to pricing and sales process.

**Richmond Hill, ON** – MINI Canada is taking the concept of MINIMALISM – the MINI philosophy of efficient production, economical cars and social commitment – and is applying it to the sales process. As of April 1, 2011, MINI Canada is offering consumers a clearer way to purchase a MINI product by lowering MSRPs on many models and removing complex sales incentives.

With the new MINIMALISED buying process, what you see on the price sticker is what you get. For the customer, this means a simplified transaction sheet. Complicated in-store incentives and fluctuating borrowing rates are a thing of the past thanks to a simple, straightforward pricing strategy that creates consistency and transparency through the purchase process.

“Applying the principal of MINIMALISM to the purchase process makes tremendous sense – for MINI Canada, for our retailers, but most importantly, for our customers,” said John Cappella, Director, MINI Canada. “We’ve had a tremendous start to 2011 with an extremely strong first quarter. We think simplifying the purchase process this way is going to help us maintain that momentum by making the purchase process more enjoyable and at the same time making our products more accessible to more people.”

The revised process will see the Manufacturer’s Suggested Retail Price (MSRP) decrease across many MINI models and consistent savings applied to lease, finance and cash buyers, benefiting all potential MINI customers. The entry level MINI Cooper Classic will now start at \$21,950. The trademark handling and design of a MINI can this way be attained through a simpler, more transparent purchase process, starting the MINI ownership experience on the right foot.

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# **MINI Canada**

## **Corporate Communications**

### **BMW Group Canada**

BMW Group Canada, based in Richmond Hill, Ontario, is a wholly-owned subsidiary of BMW AG and is responsible for the distribution of BMW luxury performance automobiles, Sports Activity Vehicles, Motorcycles, and MINI. BMW Group Financial Services Canada is a division of BMW Group Canada and offers retail financing and leasing programs and protection products on new and pre-owned BMW and MINI automobiles, as well as retail financing for new and pre-owned BMW Motorcycles. A total network of 41 BMW automobile retail centres, 19 BMW motorcycle retailers, and 26 MINI retailers represents the BMW Group across the country.

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