



Media Information
8 April 2011

Launch of MINI Countryman Wanderlust Marketing Campaign. **Grand prize winner will receive a new MINI Countryman.**

Woodcliff Lake/Munich. MINI has officially kicked off the MINI Countryman Wanderlust campaign, an initiative that encourages fans from all over the world to get away from the everyday routine to discover something new and risk an adventure.

“The MINI Countryman embodies the Wanderlust feeling like no other MINI model,” said Jim McDowell, Vice President MINI USA. “And the company is launching this interactive campaign to demonstrate how anyone, not just MINI Marketing, can take part in the fun and express what Wanderlust means to them.”

As a premium small car brand, MINI promises a brand experience that goes far beyond the initial point of sale and service visits. Owners and fans alike can expect opportunities for an ongoing relationship with the brand and its community to experience the fun of MINI ownership.

During April and May, MINI will sponsor up to 18 invitation-only Wanderlust events, designed and hosted by influencers. Activities will range from surprise concerts and parties to fun with food and art, and the MINI Countryman will be actively involved in each one.

The first official Wanderlust activity took place last night near Los Angeles, as well-known surfer and manager of Mollusk Surf Shop, Chad Marshall, and 25 of his closest friends headed to Leo Corillo State Park for a nighttime surf and beach party. The MINI Countryman was the honored guest, and six of the vehicles chauffeured participants and their gear to the beach for an unexpected Sunday evening of fun.

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In addition to the sponsored events, fans are invited to submit their own Wanderlust event ideas at www.minispace.com/wanderlust. And if they turn their ideas into real events, they have the chance to win a 2011 MINI Countryman at the end of the campaign. Additional weekly prizes will be given away for ideas that earn the most community votes. The deadline for entries is May 27, 2011.

Another component of the campaign is for fans to submit a visual interpretation of what Wanderlust means to them. Additional details about all related contest entries are available on www.minispace.com.

Media assets regarding the campaign and related activities will be uploaded regularly to www.miniusanews.com. Be sure to check back often for the latest information, commentary, images and video.

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