



Press release
2 April 2013

MINI celebrates 500,000 vehicles sold in the USA.

Woodcliff Lake, New Jersey. It's official: MINI has sold its 500,000th vehicle in the USA. A few days after the 11-year anniversary of its launch in the U.S, and the introduction of the all-new MINI Paceman (the seventh model in the lineup), MINI USA welcomes its 500,000th new car owner.

"This milestone is an incredible achievement for MINI, and we're proud to have so many Motorers as part of the MINI family," said Jim McDowell, Vice President – MINI USA. "11 years ago, doubters said a small car could not succeed here, but MINI proved that small could be premium, fun to drive and have real character, creating a whole new segment that has grown significantly in the years since then."

MINI has increased its U.S. sales from 24,590 units in 2002, to 66,123 units in 2012. Moving into the first part of 2013, the brand continues to grow its portfolio, which now includes: Hardtop, Clubman, Convertible, Countryman, Coupe, Roadster and Paceman. The dealer network also continues to expand with 116 dealerships currently open, and plans for a total of approximately 130 facilities by the end of 2013 (including operating facilities and those signed and under construction).

"The most important contributor to MINI's success here in the U.S. is the MINI Community," said McDowell. "They are so passionate and engaged that we constantly ask ourselves whether a decision is in their best interest... We work hard to maintain a special relationship with the Community, delivering unique experiences, cherished memories and a true feeling of being part of a family."

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The BMW Group

The BMW Group is the leading premium manufacturer of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 28 production and assembly facilities in 13 countries and has a global sales network in more than 140 countries.

In 2012, the BMW Group sold about 1.85 million cars and more than 117,000 motorcycles worldwide. The profit before tax for the financial year 2012 was euro 7.82 billion on revenues amounting to euro 76.85 billion. At 31 December 2012, the BMW Group had a workforce of 105,876 employees.

The success of the BMW Group has always been built on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last eight years.

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