



Media Information
23 June 2014

MINI OWNERS! DON'T PAY TWICE FOR SERVICING

26% of MINI drivers aren't using pre-paid TLC maintenance packs, meaning they pay twice for car's upkeep

- Quarter of owners failing to use already-paid-for TLC servicing packs, opting instead to pay again at an independent garage
- MINI launches new website that lets customers check TLC pack status
- Visit <http://www.mini.co.uk/owners/maintenance/mini-servicing/> for full TLC information, 24/7 access to servicing quotes, online service booking & dealer locator

It's well documented that MINI owners have great taste, but new findings suggest that they must also have huge wallets! Despite the New MINI Hatch starting at just £13,750, drivers of the British brand still seem hell-bent on wasting their cash by not using the full value of the TLC servicing packs attached to their cars.

MINI TLC, which costs from £275 and covers all servicing costs for five years or 50,000 miles, is designed to offer buyers complete peace of mind. It's a hugely popular proposition, with over 97% of buyers selecting the pack when purchasing their new car.

However, MINI has discovered that one in four owners who have value left on their packs are choosing to service their vehicles outside of the MINI dealer network, effectively paying twice to keep their pride and joy in tip-top shape.

In order to address the situation, MINI has launched a new servicing site that enables customers to check if they have any servicing value left on their TLC

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pack and, if not, to get a fixed-price quote on their next service at a MINI dealer. By clicking onto <http://www.mini.co.uk/owners/maintenance/mini-servicing/> owners will have 24/7 access to servicing quotes, full TLC information, educational videos, online service booking and a dealer locator.

“We don’t like to see our customers waste their money,” said MINI Aftersales Director, Richard Price. “Our TLC servicing pack represents great value... but only if people use it. The new site is designed to help owners see if they have servicing value left on their pack, helping them to avoid paying twice. For those who have already used the full value, the site will help them get a fixed price servicing quote.”

About TLC

With MINI TLC, buyers can relax in the knowledge that their comprehensive servicing needs are covered for 5 years or 50,000 miles, whichever milestone is reached first.

The TLC pack, which is a fully transferable between owners and may enhance resale value, includes fixed-cost servicing, genuine MINI parts fitted by approved technicians and full authorized workshop service history stamps.

What’s more, MINI MOT Protect is now also included, which means that in the unlikely event that a MINI should fail its first, second or third MOT, MINI will cover the cost of repair or replacement of parts and labour costs.

Ends

The BMW Group

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world’s leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility

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services. 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 2013, the BMW Group sold approximately 1.963 million cars and 115,215 motorcycles worldwide. The profit before tax for the financial year 2013 was € 7.91 billion on revenues amounting to approximately € 76.06 billion. As of 31 December 2013, the BMW Group had a workforce of 110,351 employees.

The success of the BMW Group has always been based 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.

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