



Media Information
16 June 2014

ONLINE, ANYTIME: 24/7 MINI STORE NOW OPEN ON EBAY

Customising a MINI just got easier, with items delivered to your door at the click of a mouse.

It's often said that no two MINIs are exactly the same – hardly surprising when you consider the myriad of customisation choices and accessories available for fans. Now, with the launch of MINI UK's online store on eBay, personalising your MINI is easier than ever.

Customers can browse the newly launched digital store 24/7 on eBay (<http://stores.ebay.co.uk/MINI-Direct-Store>) from the comfort of their own home, with products delivered directly to their door.

With over 1,300 items already available, there is no shortage of options for customers looking to inject extra personality into their MINI. The store's MINI KIT range comprises a variety of accessories including everything from wing mirror covers and cleaning products, to alloy wheels and interior trim items. Customers aren't restricted to the current online portfolio either, as MINI Direct allows visitors to contact them directly with suggestions of what they'd like to be able to purchase.

MINI fans can also refresh their home and wardrobe with official MINI merchandise. The stylish MINI STUFF collection on MINI Direct offers everything from MINI inspired clothing and luggage to children's toys and bikes. Genuine MINI parts are also offered on the store, enabling consumers to conveniently purchase a selection of popular service based items.

BMW Group Company

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Commenting on the newly launched digital store, Andy Wilde, Aftersales E-commerce Manager at MINI UK, said: "We know our fans love to personalise their MINIs, and with the launch of a digital store on eBay this is now easier than ever. We're confident that this new 24/7 outlet will offer a convenient and hassle-free shopping experience for MINI owners and enthusiasts."

MINI

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Tony Austin, Head of eBay Motors, said: "We are delighted to welcome MINI to eBay Motors, the UK's leading marketplace for automotive parts and accessories. The move puts MINI customers in the driving seat like never before, particularly as the official MINI shop on eBay Motors is open for business on mobile, offering eBay's 18 million monthly visitors the chance to shop for quality MINI parts and accessories at a time and place that's convenient to them."

The newly launched MINI store on eBay has already been recognised for its innovative approach, having been awarded 'OEM Parts & Accessories Store of the Year' at eBay's second annual Motor Awards event in June.

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 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.

www.bmwgroup.com

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About eBay

eBay delivers one of the world's largest online marketplaces to customers via any connected device, connecting people with the things they need and love. Opening in the UK in 1999, eBay has more than 18 million unique visitors per a month in the UK and Ireland alone. Around 70% of listings are for new, fixed-price items and the UK site is home to more than 100 high street brands and retailers who choose eBay as part of their omnichannel sales strategy. To find out more about how eBay fits into today's connected commerce world, visit <http://ebay.eu/omni>.

eBay.co.uk is part of eBay Inc. (NASDAQ: EBAY) a global commerce and payments leader, providing a robust platform where merchants of all sizes can compete and win.

For more information please email Steve Heywood, pressoffice@ebay.com.