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**MINI ANNOUNCES SIRIUS AS ITS DIGITAL RADIO SUPPLIER**  
**Sirius Available in MINIs from April 2003**

**Woodcliff Lake, NJ, April 16, 2003...** MINI USA announces that it has partnered with satellite radio broadcaster Sirius to offer digital satellite radio to new MINI buyers from April, 2003.

Sirius Satellite Radio is now available as an accessory at US MINI dealers for both the 2003 MINI Cooper and the MINI Cooper S models without factory navigation. The system provides customers with premium digital service of up to 100 streams with 40 news, sports and entertainment streams. The list includes CNN, ESPN, NPR, A&E and Bloomberg, and 60 commercial free music streams from rock to pop, jazz to new wave, classical, dance, and R&B.

The satellite hardware is installed by the MINI dealer, which also offers subscription activation. For a limited time MINI customers can enjoy 2 months free with an annual subscription commitment. Satellite radio is integrated into the factory audio system and is simply selected by using the Mode button on the radio console. The factory radio can display stream information such as stream name, artist, album and song titles. In addition, customers can set up to 18 of their favorite presets.

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Pricing is \$499 MSRP for the receiver and antenna, plus installation and \$12.95 per month for the subscription fee.

According to Gordon McDonnell, MINI Accessories Manager, "Satellite radio should prove a popular accessory with MINI buyers as MINI USA's research shows that MINI customers are particularly inclined toward new technologies such as digital satellite radio. The clear advantage of our system is the ability to integrate Sirius into MINI's audio system, without requiring the addition of another display or FM modulator."

Existing 2003 model year MINI owners can upgrade their audio system to Sirius Satellite Radio by having their MINI dealer install a satellite compatible receiver and antenna.

### **About Sirius**

From its unique tri-satellite system orbiting directly over the U.S., Sirius ([www.siriusradio.com](http://www.siriusradio.com)) will broadcast up to 100 channels of digital quality radio to motorists throughout the continental United States for radios in BMW, MINI, Ford, Jaguar, Volvo, Chrysler, Mercedes, and Jeep vehicles.

Sirius-ready radios, and tuner modules that allow any car radio to receive Sirius broadcasts, as well as home and portable products, will also be manufactured by Kenwood, Panasonic, Clarion and Jensen, and are made available at retailers such as Circuit City and Best Buy.

### **BMW Group In America**

BMW of North America has been present in the United States since 1975. Since then, the BMW Group in the United States has grown to include marketing, sales and financial service organizations for the BMW and MINI brands and Rolls-Royce Motor Cars; DesignworksUSA, an industrial design firm in California; a technology office in Silicon Valley and various other operations throughout the country. BMW

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Manufacturing Corp. in South Carolina is part of BMW's global manufacturing network and is the exclusive manufacturing plant for all Z4 Roadster and X5 Sports Activity Vehicles. The BMW Group sales organization is represented in the U.S. through networks of 340 BMW car, 327 BMW Sports Activity Vehicle, 148 BMW Motorcycle retailers, and 70 MINI dealers. BMW (US) Holding Corp., the BMW Group's sales headquarters for North, Central and South America, is located in Woodcliff Lake, New Jersey.

Information about BMW Group products is available to consumers via the Internet at <http://www.bmwusa.com> <http://www.bmwmotorcycles.com> and <http://www.miniusa.com>

**Journalist note:** Information about the BMW Group and its products is available to journalists on-line at the BMW Group PressClub at the following address - [www.press.bmwgroup.com](http://www.press.bmwgroup.com).

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