



For Release: Immediate

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MINI LAUNCHES COUNTRYMAN “WANDERLUST” MARKETING CAMPAIGN

- MINI Countryman to spearhead Wanderlust movement, encouraging people to get away from everyday routine... risk an adventure
- MINI to sponsor up to 18 influencer-created events in five cities across the US
- Owners to submit their own visual interpretations of Wanderlust and submit event ideas for prizes
- Grand prize winner will receive a new MINI Countryman

WOODCLIFF LAKE, NJ – April 5, 2011— MINI has officially kicked off the MINI Countryman Wanderlust campaign, an initiative that encourages fans 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 in five key cities – Los Angeles, San Francisco, Austin, Chicago and New York. 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.

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The first official Wanderlust activity took place this past weekend near Los Angeles, as well-known surfer and manager of Mollusk Surf Shop, Chad Marshall, and 25 of his closest friends headed to Leo Carrillo 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.

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.

MINI in the US

MINI is an independent brand of the BMW Group. In the United States, MINI USA operates as a business unit of BMW of North America, LLC which has been present in the United States since 1975. Royce Motor Cars NA, LLC began distributing vehicles in 2003. The BMW Group in the United States has grown to include marketing, sales, and financial service organizations for the BMW brand of motor vehicles, including motorcycles, the MINI brand, and the Rolls-Royce brand of Motor Cars; DesignworksUSA, a strategic design consultancy in California; a technology office in Silicon Valley and various other operations throughout the country. BMW Manufacturing Co., LLC in South Carolina is part of BMW Group's global manufacturing network and is the exclusive manufacturing plant for all X5 and X3 Sports Activity Vehicles and X6 Sports Activity Coupes. The BMW Group sales organization is represented in the U.S. through networks of 338 BMW passenger car and BMW Sports Activity Vehicle centers, 138 BMW motorcycle retailers, 105 MINI passenger car dealers, and 30 Rolls-Royce Motor Car dealers. BMW (US) Holding Corp., the BMW Group's sales headquarters for North America, is located in Woodcliff Lake, New Jersey.

Information about BMW Group products is available to consumers via the Internet at:
www.bmwgroupna.com

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.bmwna.com.
Additional information, images and video may be found at www.miniusanews.com.

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