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KISS JOINS MINI USA AT THE NEW YORK AUTO SHOW.

MINI and legendary rock band KISS partner to raise money for UNICEF

- Four MINI Countryman vehicles to be auctioned before Father's Day -- Sunday, June 19, 2011
- Each vehicle will be custom painted with a different design – each representing one of the iconic KISS faces and autographed by all four band members
- Funds raised from the charity auction and MINI USA's proceeds from the sale of KISS vehicle wraps will be donated to UNICEF to help children in Japan and emergencies around the globe

WOODCLIFF LAKE, NJ – April 21, 2011—MINI USA launches the “MINI Rocks the Rivals” competitive test-drive tour in the USA, and as part of the kickoff, MINI has partnered with legendary rock band KISS to raise money for UNICEF to help children in Japan and emergencies around the globe.

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KISS band members made the announcement live as four MINI Countryman vehicles with KISS-inspired designs made their debut at the New York Auto Show, and each represents one of the KISS band member's iconic faces. All four vehicles will be auctioned after being custom painted with the revealed design and signed by all four KISS members. Fans will be able to bid on the vehicles during a special Father's Day eBay charity auction and proceeds will be donated to UNICEF. The auction will open on May 29th and will run for 10 days.

“Our hearts go out to the people of Japan in this time of great tragedy. We wanted to help and also to provide a real way for the KISS Army to get involved,” said Gene Simmons of KISS. “UNICEF raises money to help children who are still coping with the



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effects of these disasters, and also supports other very important emergency relief efforts around the world. Join the KISS Army in giving.”

In addition to the vehicle charity auction, MINI USA will sell MINI vehicle wraps of the KISS designs revealed at the New York Auto Show. Vehicle wraps are MINI Motoring Graphics applied by an authorized MINI dealership, like the Union Jack Flag that can be applied to a MINI’s roof, but the vehicle wrap can cover the entire vehicle. MINI USA’s proceeds from those sales will also be donated to UNICEF. The KISS vehicle wraps will be available for order beginning April 21, 2011.

“MINI and its owners have long been dedicated to contributing to philanthropic and charitable efforts,” said Jim McDowell, Vice President - MINI USA. “MINI USA had established a relationship with KISS as we kick off the ‘MINI Rocks the Rivals’ tour in the US, and these fundraising initiatives were an ideal way for us to incorporate a fun charitable component to the campaign with these original pieces of art.”

The “MINI Rocks the Rivals” campaign is a series of competitive test-drive events that will take place across the US from mid-April through early-June. Each of the events gives prospects the chance to test the MINI Countryman against three of its closest competitors. These classic rock-n-roll themed events will feature KISS soundtracks and iconic artwork from the band’s albums. MINI Countryman vehicles adorned with KISS wraps will be on display to promote the auction and charitable contribution. Further details are available on MINIUSA.COM/MINIROCKSTHERIVALS.

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.

About KISS

KISS is a legendary American rock band formed in New York City in 1972 and one of the most iconic and influential bands in the history of rock. Their career milestones are staggering. KISS is one of America's top gold-record champions who recorded 37 albums in 37 years and has sold more than 100 million albums worldwide. Over thirty years of record-breaking tours around the globe include high-profile appearances at Super Bowl XXXIII, the 2002 Winter Olympics in Salt Lake City, the 2005 Rockin' The Corps concert dedicated to our troops in Iraq and Afghanistan, and, most recently, the 2009 finale of American Idol that boasted thirty million viewers.

The KISS legacy continues to grow, generation after generation. The unparalleled devotion and loyalty of the KISS Army to the "Hottest Band in the World" is a striking testament to the band's unbreakable bond with their fans. In 2009, KISS was nominated for induction into the Rock and Roll Hall of Fame. Their 2009 release, Sonic Boom, KISS' first album in 11 years, debuted in the No. 2 spot on the Billboard Top 200 chart. This was their highest-ever debut.

About UNICEF

UNICEF has saved more children's lives than any other humanitarian organization in the world. Working in more than 150 countries, UNICEF provides children with health care, clean water, nutrition, education, emergency relief, and more. The U.S. Fund for UNICEF supports UNICEF's work through fundraising, advocacy, and education in the United States.

UNICEF is at the forefront of efforts to reduce child mortality worldwide. There has been substantial progress: the annual number of under-five deaths dropped from 13 million in 1990 to 8.8 million in 2008. But still, 22,000 children die each day from preventable causes. Our mission is to do whatever it takes to make that number zero

by giving children the essentials for a safe and healthy childhood. For more information, visit www.unicefusa.org.

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