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MINI USA ANNOUNCES RFP FOR ADVERTISING IN THE USA

Woodcliff Lake, NJ – January 13, 2012 —MINI USA today announced it will hold an agency review for the majority of the MINI brand creative work in America due to BMW Group policy requirements. The announcement comes as MINI USA achieved its best sales year ever, and is in the midst of growing the brand's vehicle lineup and dealer network.

There are several areas of focus for agency support in the RFP – national brand creative, regional and dealer creative, media planning and buying for both national and co-op advertising.

Interactive is currently supported by Beam Interactive in Boston, MA and is not included in the RFP. Sanders Wingo in Austin, Texas was appointed in September 2011 to support all the diversity marketing activities for MINI USA, and that area of the marketing business is not included in the RFP.

MINI USA

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The national, regional and dealer creative and media advertising efforts have been handled by Butler, Shine, Stern and Partners (BSSP) from Sausalito, California since late 2005.

“MINI USA has been very satisfied with BSSP’s services. They have helped support MINI’s growth over the years with ground-breaking, never-been-done before creative. We are simply adhering to BMW Group corporate purchasing procedures by going to RFP,” said Tom Salkowsky, Manager MINI USA Marketing. “BSSP has made valuable contributions to our business and will participate in this review.”

“We understand that this is a procurement-driven requirement,” said John Butler, Executive Creative Director at BSSP. “Generally, we believe incumbents shouldn’t

participate in an agency review. However, with our strong dealer and client relationships, an Effie for MINI each year that we've had the business, and the strength of the work, we are confident that we will prevail."

The search will be conducted by Hasan Ramusevic with Hasan + Co. in Raleigh, North Carolina. Hasan + Co. conducted the agency search for MINI USA in 2005 as well. Interested agencies should contact Hasan at: 919-713-0700, www.hasanandco.com.

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 339 BMW passenger car and BMW Sports Activity Vehicle centers, 137 BMW motorcycle retailers, 110 MINI passenger car dealers, and 36 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 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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