

MINI

US Press Information



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MINI PARTNERS TO SPONSOR THE 2013 CHANNEL ISLANDS DEMO TOUR.

- MINI dealers to host themed events near tour stops.
- The new MINI Clubvan will be on display at 11 Demo Tour locations along the east coast.
- Demo tour attendees can get free MINI swag and also claim a MINI beach towel after taking a test drive at their local dealer.

Woodcliff Lake, NJ – May 24, 2013... MINI is the proud presenting sponsor of the Channel Islands (CI) Demo Tour, which invites the surfing community to join an event at their local beach and try out the latest CI surfboards and gear. The new partnership kicks off this summer and will make its way to beaches all along the east and west US coastlines.

“MINI has had a very successful partnership with Burton to reach snowboarding enthusiasts since 2010, and engaging the surfing community by partnering with Channel Islands for the Demo Tour was a natural next step,” said Tom Salkowsky, Marketing Manager - MINI USA. “MINI vehicles appeal to people with active lifestyles, and who appreciate premium, design-oriented products that are made to be enjoyed as part of everyday life; this alignment makes the partnership with Channel Islands a great fit for both brands.”

At select 2013 CI Demo Tour stops along the east coast, MINI representatives will join the beach-front activities with the all new MINI Clubvan for visitors to sit in (equipped with a surfboard roof rack), MINI swag giveaways and coupons for a free MINI beach towel for fans who follow up with a test drive at their local MINI dealer after the event.

“Channel Islands is stoked to welcome MINI as our partner on the CI Demo Tour, as a performance-driven surfboard company we can definitely appreciate the like-minded

MINI USA

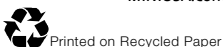
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froth of the two brands,” said Scott Anderson, Channel Islands GM. “We look forward to claiming MINI to the US surfing community.”

In addition to the CI Demo Tour events, MINI dealers located near the planned stops will generate enthusiasm for the partnership by hosting beach-themed events for MINI fans at their facilities. Examples include beach volleyball, sand castle contests or a party with local food trucks that one would expect to enjoy when seaside.

A complete list of the Channel Islands Demo Tour dates can be found at:

<http://www.cisurfboards.com/surfboard-demo-tour-schedule-2013/>

MINI USA representatives will be at 11 consecutive east coast stops beginning June 29, 2013 in Jacksonville Beach, Florida.

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, located in Woodcliff Lake, New Jersey and includes the marketing and sales organizations for the MINI brand. The MINI USA sales organization is represented in the U.S. through a network of 117 MINI passenger car dealers in 38 states. MINI USA began selling vehicles in the U.S. in 2002 with the introduction of the MINI Cooper and MINI Cooper S Hardtops. Since then, the MINI Brand in the U.S. has grown to encompass a model range of seven unique vehicles.

Journalist note: Media information about MINI and its products is available to journalists on-line at www.miniusanews.com.

Consumer information about MINI products is available via the internet at: www.MINIUSA.com

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